



June 28 & 29 2019

“Celebrating 138 years as a Chamber of Commerce”

Sponsorship

Remember the sights, sounds, and smells of a summer celebration in your hometown when you were a kid? Happy days return to historic downtown El Corazon de Trinidad National Historic District each summer during the Santa Fe Trail Festival with over 15 events, including art and food vendors, parades and performers. Kid rides, clean blue skies, warm sunshine, crowds of smiling faces and loads of great food prepared every way you can imagine!

The Santa Fe Trail Festival is a community-based volunteer event founded in 1980. Our mission is to celebrate and promote Trinidad’s heritage, tourism and community involvement. The Santa Fe Trail Festival is financed through proceeds from ticketed events, some nominal event participant entry fees, vending fees, and a comprehensive Corporate Sponsorship Program. The Festival supports local business, educational and non-profit organizations, historic activities and the largest yearly event in Trinidad. The Festival does not receive direct financial support from local, county or state governments. Why not take advantage of the biggest opportunity for 2019 to bring attention to your business and support the most treasured event of the year in Trinidad.

Santa Fe Trail Festival sponsorships help companies, and businesses build their brands and social capital by aligning with events and experiences that consumers are passionate about. That's a huge endorsement which **converts to loyalty and an emotional connection** for those companies that support and invest in the Santa Fe Trail Festival.

- Over 5,000 on-site visitors over a two day period
- Turn-key, demographically specific event sponsorship programs
- Media and Public Relations opportunities: Corporate image enhancement through grass-roots community involvement and statewide media campaigns
- Radio and television interview opportunities
- Direct access to consumers through on-site displays, product distribution and sampling
- Tailored cross-promotional, activation and leveraging opportunities
- On-site signage and banners
- Editorial mention and advertisement in Festival marketing products -- distribution 50,000
- Company staff participation opportunities
- Attachment to Trinidad & Las Animas County Chamber of Commerce website, and all of our social media assets.

The estimated annual attendance at the Santa Fe Trail Festival is around 5,000. Direct and indirect economic impact is estimated at about \$1.2 million annually.

Sponsorship investments vary from \$100 to over \$2,500 commensurate with the level of benefits and “Return On Investment” a sponsoring company receives. Promotional display partners are also welcome to take advantage of this exceptional one-on-one opportunity with consumers.

The Trinidad & Las Animas County Chamber Ambassadors, Festival event directors and volunteers who plan and produce the festival represent a total community-wide commitment and loyal affinity group. We hope you'll consider joining the Santa Fe Trail Festival's sponsor family. We're confident that the sponsorship programs we are proposing will encourage customer loyalty and demonstrate your relevance to consumers. *It just might bring out the kid in you that you've probably missed for a long time!*

Return Form to the Trinidad and Las Animas County Chamber of Commerce at 136 W. Main Street, Trinidad, CO 81082

Sponsorship Investment Opportunities

Gold Level Investment

- Largest listing of all sponsors in all newspaper ads, flyers, & posters
- Sponsor status in all television advertisement, radio, newspaper advertising, in regional market, including the front range, central & western Colorado and northern New Mexico
- Large Banner in highly visible area of the festival grounds
- Booth space
- Multiple mention on stage
- Investment for Gold Level: \$2,500.00 (may be tax deductible)

Silver Level Investment

- Large listing in all newspaper ads, flyers, & posters
- Sponsor status in all television advertisement, radio, newspaper advertising, in regional market, including the front range, central & western Colorado and northern New Mexico
- Banner in highly visible area of the festival grounds
- Booth space
- Multiple mention on stage
- Investment for Silver Level: \$1,000.00 (may be tax deductible)

Wagon Master Level Investment

- Same as Platinum & Gold except smaller listings
- Booth space
- Mention on stage
- Investment for Wagon Master Level: \$500.00 (may be tax deductible)

Trail Boss Level Investment

- Same programs as above, just slightly smaller ads
- Radio advertisement
- Booth space
- Mention on stage
- Investment for Trail Boss Level: \$250.00 (may be tax deductible)

Scout Level Investment

- Mention on stage
- Radio advertisement
- Some print
- Banner mention
- Investment for Scout Level \$100.00 (may be tax deductible)

Media buys in in-kind promotion will include Regional Newspapers and Radio, Posters distributed throughout region and county.

With this year being the 138th Anniversary of the Trinidad & Las Animas County Chamber of Commerce, the longest continually operated Chamber of Commerce in the state, we plan to produce a bigger and better event this year and honor our community and heritage.

Business Name: _____ Contact: _____

Level of Sponsorship: _____ Signature: _____

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