



April 2009

Dear Business Owner:

It is the time of year again that the Wheat Ridge community comes together to plan the annual Carnation Festival. We are especially excited this year to be celebrating our 40th year!

We are once again reaching out to our business community and asking for financial support as the festival is always sponsored by wonderful donors that have worked and lived in our community over the years. This is a prime opportunity to get all of the businesses here in Wheat Ridge some good publicity through a meaningful community event. The costs of doing high class, top quality event always has a price tag but we've always managed to get the most for our dollars and the best exposure for our businesses that participate.

We understand the value of giving our sponsors great visibility and publicity and have partnered with the Wheat Ridge Foundation so that **all of the donations you make can be tax deductible**. This is a year that we realize everyone is tightening their belts so we just ask that you make a donation to this worthy event knowing it is a really special one to the community. Enclosed you will find a small breakdown on how your donation can help fund our 40th annual celebration and also get your company the recognition it deserves. First Bank of Wheat Ridge and the International Folk Art Council are also celebrating their 40 years of service.

As always we will be kicking our big event off with our Teen Night on Thursday evening, August 13th; the big night of the Nacho Men, carnival events and vendors, and **two nights of spectacular fireworks on Friday and Saturday evenings**; and our Wheat Ridge Annual Parade on Saturday morning, August 14 at 9:30; and the big carnival events and cultural activities beginning at noon on Saturday going through the evening. There are always new features at the Carnation Festival and this year we are adding adult rides and activities. To be done in a grand style all of this takes funding but with everyone pitching in we can bring it all to fruition.

Thank you once again for your consideration in helping to make this event a really special one to help us celebrate a fantastic 40 years. **Please send your tax deductible donation to:**

Wheat Ridge Foundation  
4005 Kipling St.  
Wheat Ridge CO 80033  
Check Payable to: Wheat Ridge Foundation  
Check Memo: Carnation Festival

Sincerely,

Cheri Jahn  
2009 Carnation Festival Chair

Jerry DiTullio  
Mayor, City of Wheat Ridge



## **SPONSOR THE CARNATION FESTIVAL**

**SPONSORSHIPS AVAILABLE FROM \$99.00 – \$5,000.00**

### **PREMIER SPONSORSHIPS \$2500.00 - \$5000.00**

- PREMIER LOGO IDENTIFICATION IN ALL ADVERTISING OF THE FESTIVAL INCLUDING CHANNEL 8 (LOCAL CABLE CHANNEL)
- LOGO IDENTIFICATION ON OFFICIAL CARNATION FESTIVAL BANNER
- LOGO IDENTIFICATION AND RECOGNITION AT ALL ENTERTAINMENT VENUES
- ACKNOWLEDGEMENT FROM STAGING AREAS DURING FESTIVITIES
- LOGO IDENTIFICATION ON THE FRONT COVER OF OUR 40TH YEAR FESTIVAL CELEBRATION PROGRAM
- PREMIER PLACEMENT 1/4 or 1/2 PAGE AD IN OUR FESTIVAL PROGRAM (depending on program size)
- ADDITIONAL BANNER WITH COMPANY LOGO IF PROVIDED BY THE SPONSOR AT VENUES
- DOUBLE-SIDED STREET BANNER WITH YOUR COMPANY LOGO
- PRIME BOOTH SPACE AT THE MIDWAY IF SPONSOR WANTS TO SECURE A BOOTH
- PREMIER LOGO IDENTIFICATION & LINK ON THE CARNATION FESTIVAL WEBSITE
- PRIMER SPONSORS INCLUDED ON ALL FESTIVAL PRESS RELEASES
- 5 TICKETS TO THE MAYOR'S RECEPTION ON THE WEDNESDAY EVENING BEFORE THE FESTIVAL AT THE EXEMPLA LUTHERAN MEDICAL CENTER AND JEFFERSON COUNTY ORCHESTRA EVENT
- ACKNOWLEDGEMENT OF SPONSORSHIP AT THE MAYORS RECEPTION
- SPECIAL SEATING AT THE JUDGES BOX IF DESIRED THE MORNING OF THE FESTIVAL PARADE

It is our goal to raise \$50,000 to have a great showing of events at this year's 40th year celebration of the City of Wheat Ridge and Carnation Festival celebration. The following are some of the high end events we are looking for sponsorships:

- TITLE SPONSOR \$15,000.00
- FRIDAY NIGHT FIREWORKS \$5,000.00
- SATURDAY NIGHT FIREWORKS \$5,000.00
- FRIDAY NIGHT AND SATURDAY NIGHT FIREWORKS \$8,000.00
- PARADE SPONSOR \$5,000.00 (OR TWO SPONSORS AT \$2500.00 EACH)
- TEEN NIGHT / BATTLE OF THE BANDS \$2500.00
- FRIDAY NIGHT HEADLINER CONCERT \$3000.00 (In conjunction with the spectacular fireworks display, the Friday night concert features perennial favorites The Nacho Men)
- DAYTIME MUSIC ENTERTAINMENT FOR SATURDAY OPEN TO CLOSE \$2500.00
- CARNATION FESTIVAL PROGRAM/PUBLICATION SPONSOR \$2500.00
- "CULTURAL DIVERSITY"--THE INTERNATIONAL HERITAGE FESTIVAL OFFERS ENTERTAINMENT PERFORMANCES FROM AROUND THE WORLD \$3000.00
- ART SHOW SPONSOR \$1500.00 (THIS YEAR WE ARE ADDING A STRING QUARTET AND A BARBER SHOP QUARTET)

**CONTRIBUTING SPONSORS \$1000.00**

- LISTING ON THE CARNATION FESTIVAL WEBSITE
- LISTING ON OUR PROMOTIONS THROUGH CHANNEL 8 (OUR LOCAL CABLE CHANNEL)
- LISTING IN OUR 40TH YEAR CARNATION FESTIVAL PROGRAM
- CARNATION DAYS STREET BANNER WITH YOUR COMPANY LOGO

**SUPPORTING SPONSORS \$250**

- LISTING ON THE CARNATION FESTIVAL WEBSITE
- LISTING IN OUR 40TH YEAR CARNATION FESTIVAL PROGRAM

**CARNATION DAYS STREET BANNER SPONSORS \$99.00**

Show your support of the Carnation Festival and the Wheat Ridge Community with a personalized, double-sided street banner to be hung in the month of August throughout the City.

*Double-Sided Street Banner*

