



Sponsorship Guide



A Significant Opportunity to Make a Difference in Our Community

Downtown is the center of commerce and community leadership, a gathering place where people celebrate the past, the joys of the present and plans for the future. Notice a city floundering? All you have to do is look at its downtown. Notice that Arvada is thriving? Inviting? Lively and exciting? All you have to do is look at its downtown!

Olde Town Arvada

We are a non-profit organization working to make our downtown a great place to live, work, play and shop. We continually strive to improve our community's viability by providing parking management solutions, marketing and special events, communications and economic development programs. With your sponsorship, you are helping to provide the resources necessary for the organization to be a full-time advocate of a healthy and vibrant historic downtown district which benefits our entire community.

At Olde Town Arvada, we are dedicated to galvanizing support from both the public and private sectors. We do this with the help of about 2,000 volunteer hours, engaging in community festivals, marketing and fund raising efforts, civic improvements and alliance building within the business community. We are very proud of our achievements, and look forward to the challenges ahead. Nothing we do, however, is possible without the generous support of our corporate sponsors.

Olde Town Arvada & You

Our Board of Directors invites you to join the growing list of our supporters. The businesses and organizations find value in cross-branding their name with Olde Town Arvada, and we think you will too. We have included information on our scheduled list of events for the year, and details about the levels of benefits offered for your corporate sponsorship. If you have any questions, please call Jason Dennison at (303) 420-6100, or visit us on the web at www.oldetownarvada.org. We're working on our best and busiest year so far and we thank you for considering this opportunity.



Who Visits Downtown Arvada?

In downtown Arvada, variety begets variety. Patrons are the young, middle-aged and the elderly; they come as families, couples and solo shoppers; and they comprise a generally diverse demographic. Downtown Arvada blends the richness of our Western history with contemporary businesses and entertainment venues. You'll see sidewalks and stores bustling with activity as consumers enjoy a welcome reprieve from conventional strip malls and shopping centers. It's true! downtown Arvada has something for everybody and visitors leave with a smile... except for those who just aren't ready to leave yet! But that's ok too, because we know they like to come back again and again. Here is a quick demographic snapshot of Arvada residents:

- Median Age: 35.9
- Median Household Income: \$55,541
- Male: 48.4%
- Female: 51.6%
- White: 91%
- Hispanic: 9.8%
- Married: 59.8%
- High School Graduates: 90.9%
- Bachelor Degree or Higher: 29%
- Home Ownership Rate: 75.7%

Source: U.S. Census Bureau Data



Our Signature Events

The following events are scheduled for 2010:

A Chocolate Affair

February

If you dream of chocolate then bring your friends and family to Olde Town for a day of delicious chocolate therapy. Indulge in chocolate aromas that permeate each venue, and sample bites of chocolate as you enjoy the chocolate-focused activities like the Taste of Chocolate, Chocolate Treasure Hunt, Chocolate Cookie Contest, Kids' Stories, Balloon-Tying, and Face Painting, Carriage Rides, and Lamp Post Hearts.

Ladies Only Sample Tour

May

A special evening awaits you in Olde Town, where can "sample" all there is to offer. Bring your mother, daughter, or girl friends for a fabulous girls' night out! Purchase an event bracelet and get a map of samples made available by our local businesses.

Farmers Market

June- September

As the beautiful Colorado weather arrives you'll continue to find the delicious taste of farm fresh food picked just for you, at the Farmers Market held in Olde Town Square. Every Sunday, the Market will be packed with a colorful bounty of fruits, vegetables, and fun. Support local agriculture and buy direct from Colorado farmers while shopping in our historic downtown district.

National Night Out

August

You can be a crime fighting hero! On this special night, our downtown district and communities across the nation join hands against crime and drugs. Join us for the potluck BBQ and safety demonstrations in Olde Town Square to send a message to criminals: Our neighbor is organized and crime will not be tolerated, we put the unity in our community.

Flicks in the Square

August

Get out of the house this summer and enjoy a relaxing evening under the stars. Sit back with free family friendly outdoor movies in Olde Town Square. Movies start at dusk.

Festival of Scarecrows

October

Town Square will become a pumpkin patch and scarecrows of all shapes and sizes will stand guard throughout Olde Town. Bring costumed kids for the parade, navigate the corn maze, find a perfect pumpkin and be sure to vote for your favorite scarecrow.

Trick or Treat Street

October

On the spookiest night of the year, bring the family to Olde Town for a safe and friendly night of trick-or-treating. Local merchants welcome little ghosts and goblins for a haunting good time.

Celebrate the Holidays

Nov and Dec

We invite you to experience a touch of holiday charm this season. Celebrate the holidays with us this season and find that unique gift only found in one of our many authentic boutiques and enjoy dinner in our locally owned restaurants.

Lagniappe

December

Celebrate Lagniappe (lawn-yahp) as our local business owners thank their loyal customers with small gifts of appreciation. The Mayor will begin the festivities by lighting the Tree in Town Square. Olde Town will glow with holiday lights, carolers will sing traditional holiday songs, and Santa will be waiting to meet young children and listen to the Holiday wishes.

For additional information about events and festivals in downtown Arvada, please visit us at www.oldetownarvada.org.



Community Investment Levels & Benefits

Community Leader

Investment: \$5,000

- 52 weeks of logo placement on home page of redesigned website (260,000 annual hits)
- 52 weeks of logo placement on redesigned e-newsletter and first priority to announce business promotions (50,640 distributed annually)
- Business profile on website with link to your site
- Recognition in Arvada Report (distribution 52,000)
- Recognition in Annual Report (distribution 1,200)
- Title or Presenting sponsor rights for two of our Signature Olde Town Arvada events
- Logo placement in quarterly print newsletter addressed to all downtown business, resident and property owners

Community Developer

Investment: \$2,500

- 26 weeks of logo placement on home page of redesigned website (130,000 annual hits)
- 26 weeks of logo placement on redesigned e-newsletter and priority to announce your business promotions (25,320 distributed annually)
- Business profile on website with link to your site
- Recognition in Arvada Report (distribution 52,000)
- Recognition in Annual Report (distribution 1,200)
- Title or Presenting sponsor rights for one of our Signature Olde Town Arvada events

Community Builder

Investment: \$1,500

- 13 weeks of logo placement on home page of redesigned website (65,000 monthly hits)
- 13 weeks of logo placement on redesigned e-newsletter and priority to announce your business promotions (12,660 distributed annually)
- Business profile on website with link to your site
- Recognition in Arvada Report (distribution 52,000)
- Recognition in Annual Report (distribution 1,200)

Community Advocate

Investment: \$750

- 6 weeks of logo placement on home page of redesigned website (30,000 monthly hits)
- 6 weeks of logo placement on redesigned e-newsletter and priority to announce your business promotions (6,220 distributed annually)
- Recognition in Arvada Report (distribution 52,000)
- Recognition in Annual Report (distribution 1,200)

Community Supporter

Investment: \$500

- 3 weeks of logo placement on home page of redesigned website (10,000 monthly hits)
- 3 weeks of logo placement on redesigned e-newsletter and priority to announce your business promotions (4,220 distributed annually)
- Recognition in Arvada Report (distribution 52,000)
- Recognition in Annual Report (distribution 1,200)



Sponsorship Vehicles



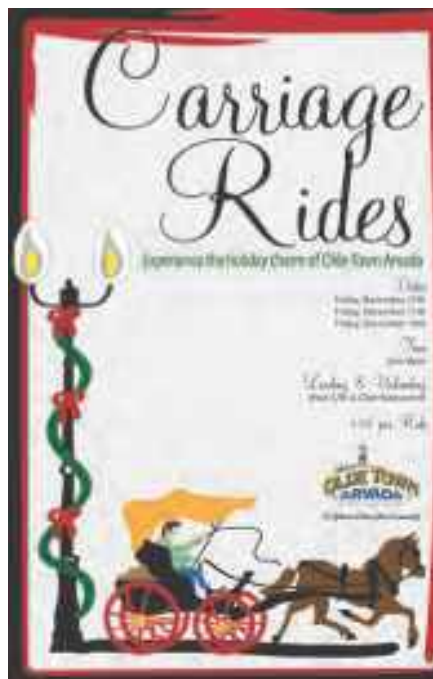
Arvada Report



Downtown Arvada Website



Arvada Press Advertisements



Event Posters



Sponsorship Form

Please print clearly

Name: _____

Title: _____

Company: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email Address: _____

Method of Payment

Credit Card

American Express

Visa

Mastercard

Card Number: _____

Expiration Date: _____

Name on Card: _____

Signature: _____

Check

Please make your check payable to:

Olde Town Arvada

Please mail your check along with this form to:

7307 Grandview Avenue

Arvada, Colorado 80002

For more information regarding sponsorship opportunities, please contact:

Jason Dennison

Executive Director

(303) 420-6100