



Sponsorship Opportunities

The Brighton Chile Fest (formerly Denver Chili Fest) is the Rocky Mountain Region's premier celebration of the chile harvest offering the largest selection of chiles available in Colorado! The annual event attracts thousands from around the region, and features fresh roasted chiles, specialty food vendors, a recipe competition, demonstrations, live music, a kid zone, artisans, prizes, and tons of fun for all ages. This year the Brighton Chile Fest benefits the Brighton Legacy Foundation, a registered 501(c)3 charity, raising funds for youth scholarships. Your sponsorship helps support the cause and promotes your business to a very desirable and loyal audience of thousands of proud Coloradans! www.BrightonChileFest.com



PICK A PEPPER!	Mild Cherry	Poblano	Mirasol	Hot Cherry	Cascabella	Barker	Dynamite	Presenting
	\$500	\$750	\$1,000	\$1,500	\$2,000	\$2,500	\$3,500	\$4,000
Website inclusion w/link	Yes	Yes	Yes	Yes	Yes	Yes	Yes	SOLD
Social media acknowledgment	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
Inclusion on day of event sponsor banners/signage	Listed	Listed	Sm. Logo	Sm. Logo	Med. Logo	Med. Logo	Lg. Logo	
Inclusion in Prize Cube Challenge*	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
Inclusion in event posters and flyers		Listed	Sm. Logo	Sm. Logo	Med. Logo	Med. Logo	Lg. Logo	
Inclusion in pre-event print advertising		Listed	Sm. Logo	Sm. Logo	Med. Logo	Med. Logo	Lg. Logo	
Vendor Booth			10x10 Space	10x10 Space	10x10 Full	10x20 Full	10x20 Full	
Inclusion on commemorative tote bag			Listed	Listed	Sm. Logo	Med. logo	Lg. logo	
Exclusive recognition on on-site zone signage				Recipe Zone	Music Zone	Demo Zone	Fun Zone (2)	
Inclusion in high-visibility billboard advertising (4)							Logo	
	Event/Sponsorship Director Amanda Griffin BrightonChileFest@gmail.com (303) 905-6114							

Inclusion in sponsorship benefits is dependent upon receiving sponsorship funding and required materials by applicable deadline(s) listed in Sponsorship Agreement.

*Prize Cube requires minimum 200 coupons — up to \$100 in gift certificates or prizes is recommended.



(formerly Denver Chili Fest)

Sponsorship Signage & Tote Bag Examples

5x3 banner in sponsored zone



5x3 banner in sponsored zone



Two 6x3 banners in sponsored zone



Commemorative Tote Bag



Prize Cube Participation



Event/Sponsorship Director
 Amanda Griffin
 BrightonChileFest@gmail.com
 (303) 905-6114



For additional information, or to register your business to participate in the Chile Fest Prize Cube, contact:

Event Director: Amanda Griffin
BrightonChileFest@gmail.com
(303) 905-6114

www.BrightonChileFest.com

Get Your Business In Front of Thousands of Potential Customers!

Prize Cube Promotion Opportunity

The Brighton Chile Fest (formerly Denver Chili Fest) is the Rocky Mountain Region's premier celebration of the chile harvest offering the largest selection of chiles available in Colorado! The annual event attracts thousands from around the region, and features fresh roasted chiles, specialty food vendors, a recipe competition, demonstrations, live music, a fun zone, artisans, prizes, and tons of fun for all ages. This year the Brighton Chile Fest benefits the Brighton Legacy Foundation, a registered 501(c)3 charity, raising funds for youth scholarships. Your participation in the Prize Cube Promotion helps support the cause and is a cost effective way to your get your business in front of a very desirable and loyal audience of thousands of proud Coloradans! www.BrightonChileFest.com



HOW THE PRIZE CUBE WORKS

Participants have an allotted amount of time to catch whatever they can inside the cube as a wind machine whips the various prizes and coupons all around them. Whatever they are able to catch in the allotted time is theirs to keep. As part of the pre-event promotion, we will offer coupons for a complementary turn in the Prize Cube, and event attendees will also be able to purchase additional chances to help raise scholarship funds.

HOW YOUR BUSINESS CAN PARTICIPATE

Step 1: Area businesses who are not exhibiting at the Brighton Chile Fest pay a low \$30 registration fee to participate. This includes being listed in online pre-event promotions, including www.BrightonChileFest.com and Facebook, and on signage at the festival.

Step 2: Provide a minimum of \$100 in gift certificates in values determined by each individual business to best fit their product or service offering (*example: two \$25, two \$10, and six \$5 certificates, etc.*). These certificates are the prizes for the Prize Cube winners to catch.

Step 3: Provide at least 200 coupons (or coupon offer(s) and we will create and print the coupons for you) which will be added to the mix of prizes in the cube throughout the day. We recommend offering staggered dates for the coupons to encourage repeat visits (*example: \$5 off of \$20 purchase during month of..., and keep in mind that the festival is in early September, so tailor the coupons towards holiday shopping!*).

www.BrightonChileFest.com





Sponsorship Registration

The Brighton Chile Fest (formerly Denver Chili Fest) is the Rocky Mountain Region's premier celebration of the chile harvest offering the largest selection of chiles available in Colorado! The annual event attracts thousands from around the region, and features fresh roasted chiles, specialty food vendors, a recipe competition, demonstrations, live music, a kid zone, artisans, prizes, and tons of fun for all ages. This year the Brighton Chile Fest benefits the Brighton Legacy Foundation, a registered 501(c)3 charity, raising funds for youth scholarships. Your sponsorship helps support the cause and promotes your business to a very desirable and loyal audience of thousands of proud Coloradans! www.BrightonChileFest.com



Your sponsorship helps support youth education and promotes your business to thousands of potential customers around the region with a targeted demographic of 35+, affluent, food enthusiasts, via extensive advertising and promotion across multiple media outlets including print, radio, TV, online, billboard, and more!

2017 Sponsorship Registration

Organization/Business:		Contact		
Address		City	State	Zip
Contact	Contact Phone	Contact Email		
Website		Facebook Page		

Sponsorship Level	Materials Needed (full inclusion is dependent upon receiving funding/materials by deadline)			
<input type="checkbox"/> \$3,500 Dynamite	Check/Cash	Cube Item(s)	Funds/Logo Due by: 6/15/17	Rec'd
<input type="checkbox"/> \$2,500 Barker	Check/Cash	Cube Item(s)	Funds/Logo Due by: 6/30/17	Rec'd
<input type="checkbox"/> \$2,000 Cascabella	Check/Cash	Cube Item(s)	Funds/Logo Due by: 6/30/17	Rec'd
<input type="checkbox"/> \$1,500 Hot Cherry	Check/Cash	Cube Item(s)	Funds/Logo Due by: 6/30/17	Rec'd
<input type="checkbox"/> \$1,000 Mirasol	Check/Cash	Cube Item(s)	Funds/Logo Due by: 6/30/17	Rec'd
<input type="checkbox"/> \$750 Poblano	Check/Cash	Cube Item(s)	Funds Due by: 6/30/17	Rec'd
<input type="checkbox"/> \$500 Mild Cherry	Check/Cash	Cube Item(s)	Funds Due by: 7/30/17	Rec'd
<input type="checkbox"/> In-kind	Value:	Description:		Apprvd/Rec'd

Sponsor agrees to provide to Brighton Chile Fest committee the specified funding per sponsorship level selected, payable by or before deadline, in exchange for listed benefits per Sponsorship Opportunities Chart. Payment in full is required prior to any inclusion of logo or Sponsor name in event promotional materials. Because of production leadtimes, **late submittal of hi-resolution logo file may result in sponsor logo not being included in printed materials. Please make SPONSORSHIP check payable to: Lulu's Farm.** Call (303) 659-3300 to pay sponsorship via credit card.

By signing this agreement, I confirm that I am a legal representative of the organization with authority to commit to specified sponsorship, and that I understand the terms of this agreement.

Signature	Print Name	Date
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Questions: Contact Amanda Griffin, Event/Sponsorship Director via email (BrightonChileFest@gmail.com), or phone (303.905.6114). Sponsorship forms can be submitted via email (BrightonChileFest@gmail.co), faxed (Attn: Brighton Chile Fest 303.455.0545), or mailed (Lulu's Farm/Brighton Chile Fest, 13201 E. 144th Ave., Brighton, CO 80601).