



NEW BELGIUM

# FIBArk

First In Boating on the Arkansas  
Salida, Colorado

# Sponsorship Package

# 2012

Since 1949



## **Title Sponsor** **\$30,000**

### **New Belgium Brewing Company** through 2012

- **Event Title Owner** - Category Exclusivity
- **Media** - Corporate Logo prominently displayed in all media coverage and all the New Belgium FIBArk promotional materials, t-shirts and the annual poster.
- **Full Page Color Ad** on Back Cover of the New Belgium FIBArk program guide that is distributed to thousands of FIBArk fans.
- **Website** - your link & logo on the New Belgium FIBArk website homepage & sponsor page.
- **On-Site Banners** - Unlimited promotional banners placed in high-profile locations throughout town.
- **New Belgium FIBArk Parade** - Entry into the parade
- **Hooligan Race** - Entry into the Hooligan race
- **Booth Space** - Two 10 x 10 booth spaces provided in a premier location in Riverside Park or the Salida Boat ramp.
- **Limited Edition New Belgium FIBArk Poster** - copy of the New Belgium Limited Edition FIBArk Poster.



## Sustainability Sponsors \$10,000

Sustainability Sponsors have the opportunity to help assist the oldest whitewater festival in America. With the focus of the festival for the last 64 years being the mighty Arkansas River, it is hard not to put protecting it and its global environment at the forefront of the event. With your help, we can truly make this festival have a sustainable impact on all.

- **Media** – Corporate logo inclusion on New Belgium FIBArk t-shirts and in relevant New Belgium FIBArk press ads and local radio mention when applicable.
- **Full Page Color Ad** in the New Belgium FIBArk program guide that is distributed to thousands of fans.
- **Exclusive Listing** in the Program as a Sustainability Sponsor of the festival.
- **Company Name on Waste Stations** – Your company name will be listed on the waste stations around the festival.
- **Website** – your logo on the New Belgium FIBArk sponsor page
- **On Site Banners** – Ten 15 sq. foot banners (supplied by sponsor) placed at the zero waste stations.
- **New Belgium FIBArk Parade** – Entry into the parade
- **Booth Space** – Two 10 X 10 booths provided in a premier location in Riverside Park or the Salida Boat ramp.
- **Public Announcements** – Entertainment MC will mention the supporting sponsor's name associated with the sponsored segment at least one a day. Friday-Sunday of the New Belgium FIBArk weekend.
- **Limited Edition New Belgium FIBArk Poster** – copy of the Limited Edition New Belgium FIBArk Poster.



## Event Ownership Sponsors

First Come, First Served! Don't miss this great opportunity to own an event this year!

### Hooligan Race - \$5,000

- **Ownership of Hooligan Race**
- **Media** - Corporate logo inclusion on New Belgium FIBArk t-shirts and in relevant New Belgium FIBArk press ads and local radio mention when applicable.
- **Full Page Color Ad** in the New Belgium FIBArk program guide that is distributed to thousands of fans
- **On Site Banners** - Two 15 sq. foot banners (supplied by sponsor) placed around the New Belgium FIBArk Boathouse
- **Website** - your logo on the sponsorship page if the New Belgium FIBArk website
- **Booth Spaces** - Two 10 X 10 booths provided in a premier location in Riverside Park and the Salida Boat Ramp.



**Freestyle Kayak Series - \$3,000**  
**Raft Rodeo & Raft Sprint - \$3,000**  
**Downriver & Wildwater Races - \$3000**  
**Pine Creek Boater X Race - \$3000**  
**SUP Events: Downriver, Freestyle, Sprint - \$3,000**  
**Foot Races: Trail Run, 5K, and 10K - \$2,000**

- **Ownership of Event**
- **Media** - Small corporate logo inclusion on New Belgium FIBArk t-shirts and in relevant New Belgium FIBArk press ads and local radio mention when applicable
- **Half Page Color Ad** in the New Belgium FIBArk Program guide that is distributed to thousands of fans.
- **Website** - your company logo on the New Belgium FIBArk sponsor page
- **On Site Banner** - One 15 sq. foot banner (supplied by sponsor) placed around the New Belgium FIBArk Boathouse
- **Booth Space** - One 10 X 10 booth space in Riverside Park OR the Salida Boat Ramp



**Slalom River Race - \$1,500**  
**Tenderfoot Hill Climb - \$1,500**  
**Mountain Bike Races - \$1,500**

- **Ownership of Event**
- **Media** - Small corporate logo inclusion on New Belgium FIBArk t-shirts and in relevant New Belgium FIBArk press ads and local radio mention when applicable.
- **¼ Page Color Ad** in the New Belgium FIBArk Program guide that is distributed to thousands of fans
- **Website** - your logo on your FIBArk event page and sponsor page
- **On Site Banner** - One 15 sq. foot banner (supplied by sponsor) placed around the New Belgium FIBArk Boathouse
- **Booth Space** - One 10 X 10 booth space in Riverside Park or the Salida Boat Ramp



## Music Sponsor - \$1,000

New Belgium FIBArk fans love music! (It's free!) Music sponsors support what they love about FIBArk...the bands! This is the perfect sponsorship level to expose your business to thousands of excited listeners way into the night!

- **Media** - Small corporate logo inclusion on New Belgium FIBArk t-shirts and in relevant New Belgium FIBArk press ads and local radio mention when applicable.
- **1/8 Page Color Ad** in New Belgium FIBArk Program guide that is distributed to thousands of fans
- **Website** - your name or logo listed on the New Belgium FIBArk Sponsor page
- **On Site Banner** - One 15 sq. foot banner (supplied by sponsor) placed around the New Belgium FIBArk Boathouse
- **Logo on Amphitheater Banner** - Your logo will be included on the banners placed on the Rotary Amphitheater.



**Parade - \$500**  
**Chain Drain Disc Golf Tournament - \$500**  
**Karaoke and Talent Show - \$500**  
**Crazy River Dog Contest - \$500**

- **Ownership of Event**
- **1/8 Page Color Ad** in the New Belgium FIBArk Program Guide that is distributed to thousand of fans
- **Website** - your logo on the New Belgium FIBArk Event Page and Sponsor Page
- **On Site Banner** - One 15 sq. foot banner (supplied by sponsor) placed around the New Belgium FIBArk Boathouse



## Townie Sponsor

There are multiple opportunities to sponsor the New Belgium FIBArk festival by advertising in the Program Guide that is distributed to thousands of fans every year!

- **Full Page Color Ad** *Full Page: 7.375" x 9.75"*
- **½ Page Color Ad** \$500 *Half Page: 7.375" x 4.74"*
- **¼ Page Color Ad** \$250 *Quarter Page 3.58" x 4.74"*
- **⅛ Page Color Ad** \$125 *Eighth Page: 3.58" x 2.27"*  
Accepted Formats: 300 dpi, JPG, TIF, BMP, EPS, PDF
- **Friends of FIBArk:** Show your support in 50 words or less describing how much you love FIBArk! \$75

## Booth Space Sponsorship

**Corporate:** \$500 for one 10 X 10 space

**Non-Profit:** \$250 for one 10 X 10 space

### Products & Services

As an additional promotional opportunity, we will accept your company's products and services to showcase during our promotional events and during the Festival by including them in our Silent Auctions, Door Prizes, and Awards. **Pre-approved item(s) valued at wholesale price may be traded for up to fifty percent of your sponsorship amount according to your sponsorship contract.**