



The City of Montrose Office of Business and Tourism (OBT) is gearing up for the Fourth Annual Montrose, Colorado FUNC (Fun on the Uncompahgre) Fest. This year, the event is scheduled for Saturday, July 14th at Riverbottom Park. We're excited to bring into the mix our newest team member, Suzanne McKetta, our Programs Assistant. She hails from Loveland, Colorado, is an avid outdoors enthusiast and brings a wealth of expertise and new ideas that will help create a bigger and better FUNC Fest for 2018. Please welcome her!

It's with pleasure that we report to you attendance numbers that soared well above 5,000 recorded visitors at FUNC Fest 2017. The increase is nearly 100% over 2016, which we attribute to the increasing number of things to do and see and an overall growing excitement about FUNC. We anticipate substantial growth this summer, due in part, to greater outreach and community involvement. Moreover, this year we'll implement enhancements that bring families together with broader choices on how to enjoy the day. Options include water activities and races for kids and adults, a variety of food and drink, outdoor vendors, kid's games, crafts, or just resting in the shade listening to music. This year, we're thrilled to announce that we have three bands performing on the main stage between noon and 5:30 pm while local DJ Scotty Kenton rocks out the water scene from 9 am until 3 pm. And, as always, there will be human and pet-friendly hydration stations. This year, we've revised the FUNC sponsorship program to better serve our sponsors and community. Without your generous support and participation, we simply couldn't provide a community event of this caliber.

All prospective sponsors must reserve by **May 21, 2018**. Below you'll find a list of sponsorship categories for 2018. We've also attached a preliminary schedule of events and sitemap.

FUNC Sponsorship categories are as follows:

\$5,000- Gold Sponsorship (two available)

- **Business banner on music stage and viewing deck** - minimum size 2' x 4' up to 3' x 6' banners (Blow through material)
- OBT-designed sponsor appreciation signage placed throughout the event space
- Sponsorship announced by DJ **every half hour**
- Sponsor logo on volunteer shirts
- Sponsor logo on print advertising
- Sponsor name mentioned in media advertising
- Sponsor name listed in press releases
- Sponsor name listed on social media advertising up to **eight weeks** in advance



- One top tier annual static ad with link to target content on ColoradoFUNCFest.com
- One 10'x10' VIP booth space at the event
- **Six** VIP gratitude bags with select FUNC merchandise

\$2,500- Silver Sponsorship (three available)

- Business banner on viewing deck - 2' x 4' vinyl banners
- OBT-designed sponsor appreciation signage placed throughout the event space
- Sponsorship announced by DJ **on the hour**
- Sponsor name on print advertising
- Sponsor name listed in press releases
- Sponsor name listed on social media advertising up to **six weeks** in advance
- One annual static ad with link to target content on ColoradoFUNCFest.com
- One 10'x10' booth space at the event
- **Four** VIP gratitude bags with select FUNC merchandise

\$1,500 - Bronze Sponsorship

- OBT-designed sponsor appreciation signage placed throughout the event space
- Sponsorship announced by DJ **on the hour**
- Sponsor name on print advertising
- Sponsor name listed on social media advertising up to **four weeks** in advance
- **Two** VIP gratitude bags with select FUNC merchandise

\$250- Community Sponsorships are welcome to support the following:

- Kids Fun Zone
- Food and Drink Area
- Water/Safety/Medical Station
 - Community Sponsorship participants are welcome to place own signage around the sponsored zone. Contact Suzanne for templates and specifications.
 - Community Sponsorship participants will be announced by DJ at various times throughout the day.

In addition, we're pleased to present the OBT Platinum Sponsorship which covers all four OBT community events: The Montrose FUNC Fest, annual Parade of Lights, annual Tree Lighting Ceremony, and Santa's Cabin. Please contact us separately for more details if you are interested in sponsoring all four OBT events.



Thank you for your support and partnership for this fantastic community event. Let's work together to blow FUNC Fest out of the water!

For more information, please contact Suzanne McKetta or Jennifer Loshaw at events@visitmontrose.com or 970-497-8558.

SPONSORSHIP APPLICATION

Contact Name: _____ Title: _____

Name of Business: _____

Address: _____ City: _____

State: _____ ZIP: _____ Phone: _____ Email: _____

Website: _____

LEVELS: Please initial selected level

- _____ \$5,000 - Gold Sponsorship
- _____ \$2,500 - Silver Sponsorship
- _____ \$1,500 - Bronze Sponsorship
- _____ \$250 - Community Sponsorship

Zone _____

SPONSORSHIP TERMS

1. Sponsorship is not accepted until the City of Montrose receives payment pursuant to the level of sponsorship. Sponsorship Applications must be received by the City on or before May 21, 2018. The City reserves the right to refuse any Sponsorship Application which the City deems inappropriate or incompatible with the City's event.
2. Sponsorship shall be paid in the form of cash or in-kind donation. As used in these Sponsorship Terms, "In-kind Donation" are goods and services that lower the City's cost to



host the event. The City shall determine the final value of any in-kind donation as offered and whether such donation is acceptable as payment for sponsorship.

- 3. **The Payment Deadline is June 11, 2018.** The City will not accept sponsors after the payment deadline.
- 4. The City shall not be responsible or liable in any manner for its failure to perform under the Sponsorship Terms, in whole or in part, due to contingencies beyond the City’s reasonable control, including, but not limited to strikes, riots, war, fire, or acts of God, compliance with any law, regulation, or guideline, whether now existing or later created. The City shall utilize best efforts to return any sponsorship funds should the City fail to comply with the terms of Sponsorship.
- 5. Sponsor shall indemnify, protect, defend, and hold harmless the City Montrose, its departments, officers, agents, employees, and representatives from any suits, claims, actions, liability or damages that may arise from or is related to the Sponsor’s participation in or sponsorship of this event.
- 6. For promotional purposes, the City may record or photograph the event, which may include the Sponsor’s business or activities. The City’s promotion may include, but is not limited to, social media, video, programs, newspapers, magazines, YouTube, website, and television.

DEADLINE FOR SPONSORSHIP AND VECTOR LOGO: MAY 21, 2018.

I, the undersigned, have read and understand the Sponsorship Terms information.

Signature: _____

Print Name:

Date:

Mailing Address for Sponsorship Terms and Payment:

Office of Business and Tourism, City of Montrose
Payable to: City of Montrose, Colorado
Attn: Suzanne McKetta, Programs Assistant
107 S Cascade Ave,
Montrose, CO 81401



City Contact:

Suzanne McKetta

Programs Assistant

Montrose Office of Business and Tourism

Phone: (970) 240-1402 or (970) 497-8558

Email: events@visitmontrose.com

Web: ColoradoFUNCFest.com

SPONSORSHIP CHECKLIST & DEADLINES:

___ May 21, 2018: Sponsor submits Sponsorship Form

___ May 21, 2018: Sponsor submits Sponsorship Logo in the form of a *vector logo* (eps, ai), late submissions may not be accepted

___ June 11, 2018: Sponsor submits Payment to City
Payable to: City of Montrose, Colorado
Attn: Suzanne McKetta
107 S Cascade Ave
Montrose, CO 81401

___ July 12, 2018: Deadline to submit banners
Please note: All banners must be delivered to the City no later than the above listed deadline. Contact the City if there are issues with the deadline or drop-off location, the City may provide alternative methods of delivery if possible.

___ July 14, 2018 and After: City delivers VIP bags to Sponsors