



Third Annual European Festival

Civic Green Park, 9370 Ridgeline Blvd, Highlands Ranch, CO, 80129

August 28, 2010

10 a.m. – 10 p.m.

BECOME A SPONSOR OF THE 3rd ANNUAL COLORADO EUROPEAN FESTIVAL OF CULTURE AND ARTS

The 3rd Annual Colorado European Festival will be taking place on August 28, 2010 from 10 a.m. to 10 p.m. at Civic Green Park, the heart of Highlands Ranch, the place named *10th Best Place to Live in USA*. This is a unique event which allows you to enjoy a variety of European cuisine, art and traditions. The audience is invited to bring a picnic to enjoy the most beautiful park while entertained by European ethnic performers and musicians.

Highlands Ranch is ranked by many different reputable sources as one of the progressive communities in the country. It boasts a population near to 95,000 in over 30,000 single family apartments.

The Colorado European Festival activities will include:

- Continuous live performances by European American Folk dancers and singers.
- Exhibition of European Crafts and Arts.
- Entertainment for children including age-appropriate arts and crafts, face painting Balloons, games and number of light sport activities at the playground.
- European painters displaying and selling their art.
- History booths provide educational materials for guests to let them learn about European history and culture
- Vendor booths including European food, books, clothing, jewelry and souvenirs.
- Anticipated attendance for European festival is seven to ten thousand.



Festival Marketing Plan

Colorado European Festival, non profit organization, this year will sponsor Children International Education program offered by Care4Kids Worldwide. This cultural event also supports families and organizations representing all cultures and promoting European arts and styles to build bridges between different European American communities.

The Festival will be promoted through the major American and local ethnic newspapers, TV and web media, through all major Colorado Event Websites, via all Highlands Ranch local messengers, bulletins, flyers, street stands and billboards, as well as by distribution of flyers through universities, colleges, schools, and local businesses in Denver Metro targeted for Highlands Ranch.

Festival Audience Profile

On the base of statistics obtained during the 1st and 2nd Annual European Festival of 2008 and 2009 at Civic Green Park (computerized survey during the sign up for a "smart car", counting attendees at the entrances, analysis of submitted forms and online registrations), this year we expect at the 3rd Colorado European festival from 7,000 to 10,000 attendees, the most of expected will be between 21 – 65 years of age: college educated; with a household income of \$95,000+.

Ethnicity: Colorado European Festival attendees represent diverse ethnic groups. Not surprisingly, the event attracts a large segment of the European population of Colorado. But it is also a crossover event that attracts the largest percent of Caucasian; some percent of Asian and Hispanic, Native American; African American and other ethnic groups.

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www.EuroFestival.org

e-mail: Euro.Denver@gmail.com

Tel. 720-663-7275; Fax: 1-866-559-2923

Gender: Colorado European Festival audience is close to equally divided between men and women, attendees.

Marital Status: Attendees are evenly split between those who are married and those who are single.

Education: Attendees of CEF are well educated. Majority attained Bachelors and Masters Degrees and close to 35% have earned a Post Graduate degree.

Income: Spectators of the CEF represent the region's higher income levels as compared to the general population.

Sponsorship Levels & Value:

Depending on your level of sponsorship, your company logo can be seen on the Festival website, our program, a banner or even an ethnic newspaper.

Friends of European Culture - \$200

- Name on sponsor page of the Festival Program
- Your business cards, flyers, or brochures will be distributed from our complimentary Friends and Sponsors booth

Bronze - \$500

- Logo in Festival Program Book
- Public "Thank you" from the main Stage during the festival
- Name on sponsor page of the Festival Program
- Your business cards, flyers, or brochures will be distributed from our complimentary Friends and Sponsors booth

Silver- \$1,000

- Logo and link to Sponsor Website from the Colorado European Festival Website
- Logo in Festival Program Book
- Public "Thank you" from the main Stage during the festival
- Name on sponsor page of the Festival Program
- Your business cards, flyers, or brochures will be distributed from our complimentary Friends and Sponsors booth

Gold - \$1,500

- Logo and 3 months 1/8 page ad in Ethnic European Newspaper
- Logo and link to Sponsor Website from the Colorado European Festival Website
- Logo in Festival Program Book
- Public "Thank you" from the main Stage during the festival
- Name on sponsor page of the Festival Program
- Your business cards, flyers, or brochures will be distributed from our complimentary Friends and Sponsors booth

Platinum - \$2,000

- Complimentary exhibit space at the festival (free booth)
- Logo and 3 months 1/4 page ad in Ethnic European Newspaper
- Logo and link to Sponsor Website from the Colorado European Festival Website
- Logo in Festival Program Book
- Public "Thank you" from the main Stage during the festival
- Name on sponsor page of the Festival Program
- Your business cards, flyers, or brochures will be distributed from our complimentary Friends and Sponsors booth

Emerald - \$2,500

- Banner exposure during the festival (Banners provided by Sponsor)
- Complimentary exhibit space at the festival (free booth)

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- Logo and 3 months 1/2 page ad in Ethnic European Newspaper
- Logo and link to Sponsor Website from the Colorado European Festival Website
- Logo in Festival Program Book
- Public "Thank you" from the main Stage during the festival
- Name on sponsor page of the Festival Program
- Your business cards, flyers, or brochures will be distributed from our complimentary Friends and Sponsors booth

Diamond - \$5,000

- *up to 5 minutes greeting and introduction of the sponsoring company from the central stage*
- Banner exposure during the festival (Banners provided by Sponsor)
- Complimentary exhibit space at the festival (free booth)
- Logo and 3 months full page ad in Ethnic European Newspaper
- Logo and link to Sponsor Website from the Colorado European Festival Website
- Logo in Festival Program Book
- Public "Thank you" from the main Stage during the festival
- Name on sponsor page of the Festival Program
- Your business cards, flyers, or brochures will be distributed from our complimentary Friends and Sponsors booth

European Crown - \$10,000

- *up to 10 minutes greeting and introduction of the sponsoring company from the central stage*
- Banner exposure during the festival on the central stage (Banners provided by Sponsor)
- Complimentary exhibit space at the festival (free booth)
- Logo and 3 months full page ad in Ethnic European Newspaper
- Logo and link to Sponsor Website from the Colorado European Festival Website
- Logo in Festival Program Book
- Public "Thank you" from the main Stage during the festival
- Name on sponsor page of the Festival Program
- Your business cards, flyers, or brochures will be distributed from our complimentary Friends and Sponsors booth

Name of the Sponsor / Company _____

Contact name _____

e-mail _____ phone number _____

- Level of sponsorship** Friends of European Culture (\$200) _____ Bronze (\$500) _____ Silver (\$1,000) _____
- Gold (\$1,500) _____ Platinum (\$2,000) _____ Emerald (\$2,500) _____ Diamond (\$5,000) _____
- European Crown (\$10,000) _____

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