

MINTURN MARKET



SPONSORSHIP

PACKET

THE MINTURN MARKET

Hosted by the Town of Minturn, this free, family-friendly market takes place every Saturday, June 13 to September 5. The Minturn Market showcases local artisans, crafts, businesses, prepared foods, farmers, and provides an opportunity for Eagle County visitors, residents and business owners to partake in locally produced goods and foods of the region. Anchored in the heart of Historic Downtown Minturn, the market serves as a lively and fun gathering place where people can come together to shop and enjoy the community with neighbors and visitors alike. The market has become the **Local's Favorite**¹ market of Eagle County and proudly appreciates its regular visitors season after season.

ABOUT THE MINTURN MARKET

Entering its 17th season and the original outdoor market to the Vail Valley, the Minturn Market's mission is to encourage, support, and promote the entrepreneurial efforts of local, independent, and small-scale business owners seeking to sell products directly to the consumer. Inherent in this mission is the enhancement and enrichment of the community and culture in Minturn.

EVENT DETAILS

Title: Minturn Market

Date: Every Saturday, June 13 to September 5, rain or shine!

Time: 9:00 AM - 2:00 PM

Location: 100 Williams St, Minturn, CO 81645

EVENT STATISTICS & PERFORMANCE²

REVIEW THE DETAILS BELOW TO SEE HOW YOU OR YOUR COMPANY CAN BENEFIT FROM MARKETING TO THE VISITOR DEMOGRAPHICS OF THE MINTURN MARKET:

- **Estimated Attendance:** 28,000
Estimated Revenue Generated: \$1.4M (+/- 20% error level)
- **Overall Visitor Satisfaction:** 4.7 out of 5
Average Age of Respondents: 49
- **Respondents Income over \$100K:** 62%
- **Intent to Return:** 92% of respondents are "very" or "extremely likely" to return in the future
- **Favorite Summer-time hobbies:** Hiking, mountain biking & kayaking/rafting/boating
- **Lifestyle Categories:** Outdoor enthusiast, Sports enthusiast, and Traveler
- **Minturn Involvement:** 43% planned to shop and/or dine in Minturn
- **Pet Friendly:** 13% of market visitors attended with a dog
- **Visitor Base**
 - **Locals (Primary Residence):** 54%
 - **2nd Homeowners:** 22%
 - **Paid Lodging:** 16%
 - **Timeshare/Other:** 8%



1 2013 & 2014 Vail Daily online poll

2 Intercept Insight Survey Results 2013 & 2014

MARKETING

HIGHLIGHTS

- Three weekly ads in the Vail Daily (distribution of 15,000+ free newspapers daily with 91% of Eagle County reading the paper at least once a week)¹, including two full page color ads
- Weekly full page color ad in the Vail Weekly
- Over 8,800 visits to the Market’s website annually
- Social Media including: Facebook, Instagram, Twitter & Pinterest
- Main Street Banners

MEDIA PARTNERS

- Vail Daily
- 104.7 The Mile
- Vail Valley Magazine
- Visit Vail Valley
- 101.7 KSKE
- The Parents Handbook
- Vail Lifestyle
- Colorado.com

SPONSOR BENEFITS

YOUR SPONSORSHIP OF THE MINTURN MARKET WILL ENHANCE YOUR COMPANY’S VISIBILITY WHILE DEMONSTRATING YOUR COMMUNITY SUPPORT AND PARTICIPATION

- Multi-media advertising will provide your company with a substantial branding campaign. (Approximately \$25,000 is provided via in-kind advertising)
- The virtual media exposure broadens consumer recognition of your company, its products and services.
- Introduces your business to diverse demographics
- Recognition as a community leader dedicated to the amenities of the Minturn Market and Downtown Minturn
- Social Media including: FaceBook, Instagram, Twitter & Pinterest

SPONSOR LEVELS

You or your business can reach the audience of the Minturn Market by becoming an annual sponsor of our market. The various levels of available sponsorships are listed below:

Cultivator: Presenting Sponsor (limit 1)	\$10,000
Sustainer: Title Sponsor (limit 2)	\$5,000
Harvester: Supporting Sponsor	\$2,500
Cropper: Community Sponsor	\$1,000
Sower: Contributing Sponsor	\$500

ADDITIONAL OPPORTUNITIES

Kids Activities Sponsor	\$5000
Weekend Sponsor	\$1500
Zero Waste Sponsor	\$2500



SPONSORSHIP PACKAGES

CULTIVATOR

PRESENTING LEVEL - \$10,000 (LIMIT 1)

- Logo and company name receives top billing on advertising material
- Top billing placement of logo and company name on all event promotional material (may include, but not limited to, posters, counter-cards, programs, brochures, etc.)
- Logo and name featured on event signage
- Top billing of sponsor's logo, name, and link on www.minturnmarket.org
- Top billing of sponsor's logo on all online promotions; including multiple Social Media Outlets, e-blasts, and e-newsletters
- Promotion as the Minturn Market *Presenting Sponsor*.
- Live recognition during events and select markets (depending on presence of live entertainment component)
- 20x20 promotional booth at all 13 markets, and 1st choice in location selection
- Brochure placement in the center of the market

SUSTAINER

TITLE SPONSOR - \$5,000 (LIMIT 2)

- Prominent logo placement on all advertising material
- Prominent logo placement on all event promotional material (may include, but not limited to, posters, counter-cards, programs, brochures, etc.)
- Logo featured on event signage
- Placement of sponsor's logo, name and link on www.minturnmarket.com
- Sponsor's name in all online promotions; including multiple Social Media Outlets, e-blasts, and newsletters
- Promotion as the Minturn Market's *Title Sponsor*
- Brochure placement in the center of the Market
- Live recognition during events and select markets (depending on presence of live entertainment component)
- 10x10 promotional booth at six markets, location dependent on availability

HARVESTER

SUPPORTING SPONSOR - \$2,500 (LIMITED AVAILABILITY)

- Logo listed on all advertising material
- Logo listed on all event promotional material (may include, but not limited to, posters, counter-cards, programs, brochures, etc.)
- Logo listed on event signage
- Clickable logo on www.minturnmarket.com
- Promotion as a Minturn Market *Supporting Sponsor*
- Brochure placement in the center of the Market
- Option for a one-time 10x10 promotional booth at the market, location dependent on availability



SPONSORSHIP PACKAGES CONTINUED

CROPPER

COMMUNITY SPONSOR - \$1,000 (LIMITED AVAILABILITY)

- Name listed on event promotional material (may include, but not limited to; posters, counter cards, programs, brochures, etc.)
- Clickable logo on www.minturnmarket.org
- Option for a one-time 10x10 promotional booth at the market, location dependent on availability
- Name included on event signage

SOWER

CONTRIBUTING SPONSOR - \$500 (LIMITED AVAILABILITY)

- Clickable logo on www.minturnmarket.org
- Option for a one-time 10x10 promotional booth at the market, location dependent on availability
- Name included on event signage

KIDS ACTIVITIES SPONSOR - \$5000 (LIMIT 1)

- Banner placement at Kids Activities Zone
- Logo on website homepage and on Kids Activities page with link to company page
- Logo on Minturn Market poster
- Logo at directional stations
- Brochure placement in the center of the Market

WEEKEND SPONSOR - \$1500 (LIMIT 1 PER WEEKEND)

- Weekend themed around sponsor's chosen focus
- Logo placement in Vail Daily Advertisement weekend of sponsorship
- Banner on website home page for one week leading up to sponsored weekend
- One 10x10 booth location for weekend of sponsorship
- Logo on Minturn Market poster weekend of sponsorship

ZERO WASTE SPONSOR - \$2500 (LIMIT 1)

- Logo placement at zero waste locations throughout market
- Logo on website homepage and on zero-waste program page with link to company page
- Logo on Minturn Market poster
- Logo at directional stations
- Brochure placement in the center of the Market

For more information about the Minturn Market and other Minturn events, contact the town of Minturn, 970-827-5645 x2 or market@minturn.org.

To become a sponsor, fill out and submit the form on the next page. Or contact the town of Minturn offices at market@minturn.org.



MINTURN MARKET SPONSORSHIP APPLICATION AND INFORMATION PAGE

CONTACT INFORMATION

Business Name	
Name/Title	
Address / City / State / Zip	
Phone Number	
Email Address	
Business URL	
Facebook	
Twitter	
Instagram	
Other Social Media	
Promotional Description of your Business (may include as attachment)	

SPONSORSHIP COMMITMENT

- | | |
|---|--|
| <input type="checkbox"/> Cultivator (Presenting) - \$20,000 | <input type="checkbox"/> Sustainer (Title) - \$10,000 |
| <input type="checkbox"/> Harvester (Supporting) - \$2,500 | <input type="checkbox"/> Cropper (Community) - \$1,000 |
| <input type="checkbox"/> Sower (Contributing) - \$500 | <input type="checkbox"/> Other - \$_____ |

AGREEMENT & SIGNATURE

AGREEMENT: The Minturn Market is a not-for-profit organization engaged in raising money to promote and protect the market and its surrounding businesses in Minturn, CO through public service support and advocacy, and providing artists, businesses and entertainment venues and residents a space to prosper as a community. Your Company is a company whose services are lawfully marketed in the State of Colorado.

I: PERIOD OF THIS AGREEMENT: This agreement covers a sponsorship by Your Company in conjunction with the Minturn Market, held by the Town of Minturn. the event will take place every Saturday, June 13 to Sept 5 from 9:00 AM to 2:00 PM. This agreement covers on-site benefits through this package and shall take place during the specified dates and times listed herein.

II: TERMS OF THIS AGREEMENT: There will be no refund in the case of inclement weather, acts of nature, acts of terrorism, forfeiture, or by restrictions by government agencies to amend or cancel the event, over which the Minturn Market has no control.

III: THE MINTURN MARKET WILL PROVIDE YOUR COMPANY WITH THE FOLLOWING: Details indicated in sponsorship package description.

IV: YOUR COMPANY WILL PROVIDE THE MINTURN MARKET WITH THE FOLLOWING: Completed Sponsorship application & Informational page; high resolution logo for use in print and online promotional materials; and payment of sponsorship amount, due three weeks from the date this agreement is signed.

V: PAYMENT: Please mail payments to the Minturn Market, PO Box 309, Minturn, CO 81645

Sponsor Signature / Date:

Minturn Market Signature / Date:

Payment Enclosed:



**MINTURN MARKET
FINAL SPONSORSHIP APPLICATION CHECKLIST**

TO RECEIVE YOUR SPONSOR BENEFITS YOU MUST INCLUDE THE FOLLOWING:

- Payment: \$: _____
- High Resolution Logo
- COMPLETED Information Section
- Promotional Description of Your Business
- Website & Social Media URLs
- Your Signature

Please mail completed applications to:

Minturn Market
Attn: Market Director
PO Box 309
Minturn, CO 81645

Or email to:

market@minturn.org



THANK YOU FOR SUPPORTING THE MINTURN MARKET!

