



**SPONSORSHIP**

**PACKET**

## THE MINTURN MARKET

Hosted by the Town of Minturn, this free, family-friendly market takes place every Saturday, June 15 to September 7. 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**<sup>1</sup> market of Eagle County and proudly appreciates its regular visitors season after season.

## ABOUT THE MINTURN MARKET

Entering its 21st 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 15 to September 7, rain or shine!

**Time:** 9:00 AM - 2:00 PM

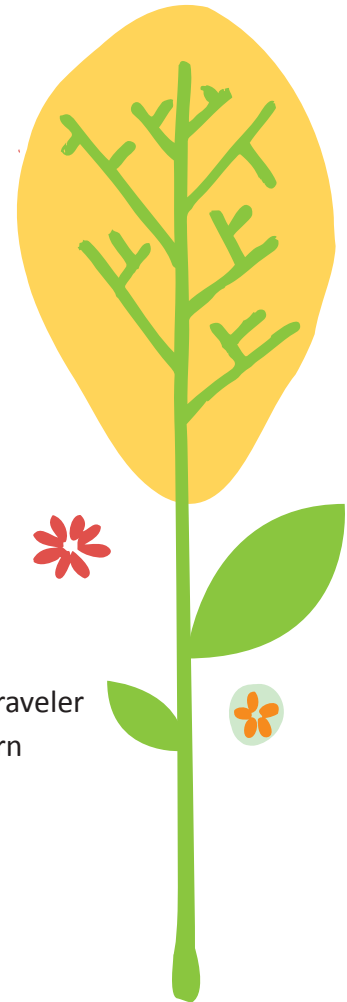
**Location:** 100 Williams St, Minturn, CO 81645

## CUSTOMER PROFILE<sup>2</sup>

**CHECK OUT THE PROFILE DETAILS BELOW TO SEE THE CUSTOMERS**

**YOU'LL BE REACHING AT 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)<sup>1</sup>, 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 and Instagram
- Main Street Banners
- Rack Cards

## MEDIA PARTNERS

- Vail Daily
- Radio Free Minturn
- What to do Handbook
- Facebook
- Colorado.com
- TV8
- KZYR
- VisitVailValley.com
- Instagram
- Everything Vail Valley

## 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 and Instagram

## 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:

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

## ADDITIONAL OPPORTUNITIES

<b>Kids Activities Sponsor</b>	\$5000
<b>Weekend Sponsor</b>	\$1500
<b>Zero Waste Sponsor</b>	\$2500



## SPONSORSHIP PACKAGES

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### 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, programs, brochures, etc.)
- Logo and name featured on event signage
- Top billing of sponsor's logo, name, and link on [www.minturnmarket.org](http://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 select markets (depending on presence of live entertainment component)
- 20x20 promotional booth at all 13 markets

### 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, programs, brochures, etc.)
- Logo featured on event signage
- Placement of sponsor's logo, name and link on [www.minturnmarket.com](http://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*
- Option of 2 Complimentary TV8 Interviews on Good Morning Vail
- Live recognition during select markets (depending on presence of live entertainment component)
- Option for a 10x10 promotional booth at all 13 markets, location dependent on availability
- Weekly Featured Sponsor Promotions on Social Media (Rotating)

### 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, programs, brochures, etc.)
- Logo listed on event signage
- Clickable logo on [www.minturnmarket.com](http://www.minturnmarket.com)
- Promotion as a Minturn Market *Supporting Sponsor*
- Option of 1 Complimentary TV8 Interview on Good Morning Vail
- Option for a 10x10 promotional booth at 6 markets, location dependent on availability
- Weekly Featured Sponsor Promotions on Social Media (Rotating)



## SPONSORSHIP PACKAGES CONTINUED

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### CROPPER

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

- Name listed on event promotional material (may include, but not limited to; posters, programs, brochures, etc.), as well as event signage
- Clickable logo on [www.minturnmarket.org](http://www.minturnmarket.org)
- Option for a one-time 10x10 promotional booth at the market, location dependent on availability
- Option of 1 Complimentary TV8 Interview on Good Morning Vail
- Weekly Featured Sponsor Promotions on Social Media (Rotating)

### SOWER

#### CONTRIBUTING SPONSOR - \$500 (LIMITED AVAILABILITY)

- Clickable logo on [www.minturnmarket.org](http://www.minturnmarket.org)
- Option for a one-time 10x10 promotional booth at the market, location dependent on availability
- Name included on event signage
- Weekly Featured Sponsor Promotions on Social Media (Rotating)

#### 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

#### 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

*For more information about the Minturn Market and other Minturn events, contact*

*Town of Minturn, 970-827-5645 x5 or [events@minturn.org](mailto:events@minturn.org).*

*To become a sponsor, fill out and submit the form on the nextpage. Or contact the*

*Minturn offices at [events@minturn.org](mailto:events@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) - \$10,000	<input type="checkbox"/> Sustainer (Title) - \$5,000
<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
<p><b>AGREEMENT:</b> 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.</p> <p><b>I: PERIOD OF THIS AGREEMENT:</b> 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 15 to Sept 7 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.</p> <p><b>II: TERMS OF THIS AGREEMENT:</b> 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.</p> <p><b>III: THE MINTURN MARKET WILL PROVIDE YOUR COMPANY WITH THE FOLLOWING:</b> Details indicated in sponsorship package description.</p> <p><b>IV: YOUR COMPANY WILL PROVIDE THE MINTURN MARKET WITH THE FOLLOWING:</b> Completed Sponsorship application &amp; Informational page; high resolution logo for use in print and online promotional materials; and payment of sponsorship amount, due four weeks from the date this agreement is signed.</p> <p><b>V: PAYMENT:</b> Please mail payments to the Minturn Market, PO Box 309, Minturn, CO 81645</p>
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 Manager  
PO Box 309  
Minturn, CO 81645

**Or email to:**

market@minturn.org, or  
events@minturn.org



**THANK YOU FOR SUPPORTING THE MINTURN MARKET!**

