

Presented By



SEPTEMBER 24-26, 2021  
BUENA VISTA, CO

## 14ER FEST - 2021 SPONSOR INFORMATION

14er Fest is ready to deliver another action-packed event this year, September 24-26th, 2021 in Buena Vista, Colorado! Hikers, Mountain Bikers, Trail Runners, Off-Roaders, and Fly Fishers are joining together for year four of this highly anticipated celebration of Colorado's renowned peaks and trails.

### GOALS & MISSION

*Our Mission Statement:* 14er Fest is an adventurous mountain festival that unifies all trail-based recreation groups. 14er Fest promotes trail stewardship, education and interaction between users. The event provides a safe and fun opportunity for locals and visitors to experience Buena Vista in the fall.

### 14ER FEST GOALS

- To create an event that draws locals and visitors to BV, to experience the best of fall in the Rocky Mountains.
- To promote stewardship, responsible trail usage and Leave No Trace ethics to a captive audience.
- To foster engagement of individuals and organizations that span ALL trail users and to help promote the cross pollination of trail-based recreation groups.
- To create an event that provides a boost in visitation and revenues for local businesses.
- To shift the paradigm that BV is only a "summer destination" by providing opportunities for locals and visitors to experience BV during another stunning season.
- To help provide funding and awareness for local trail adoption groups.

### EXPOSURE

At the 2021 14er Fest, we anticipate over 1,600 participants that span across motorized and non-motorized recreational groups and comprise a wide user-group demographic.

### BENEFICIARIES

Event proceeds will benefit Colorado trail coalitions: The Chaffee County Search and Rescue North, The Buena Vista Singletrack Coalition, and the Colorado Off Road Enterprise.

### YOUR SUPPORT

14er Fest is driven by our sponsors' support, and we want to warmly invite you to help make this year's festival a huge success with your participation and monetary sponsorships. Your support also directly helps the town of Buena Vista!

# SPONSORSHIP TIERS

## CROSSOVER SPONSORSHIP: \$3,500

The Crossover Sponsorship is a new, exciting and very limited sponsorship. This is an elite level sponsorship with only two slots available; designed to provide event-wide exposure and spotlight key relationships without diluting visibility.

The purpose of this new sponsorship is to offer unparalleled exposure to two industry leading companies that would benefit from broad audience and event exposure. This sponsorship is designed to help connect event participants with industry leaders that provide a service or product that spans multiple disciplines or offerings.

20% of sponsorship value can be "in kind" (donated product, advertising / promotion, on-site assistance with event volunteerism, or other opportunities).

### CROSSOVER SPONSORS WILL BENEFIT FROM:

- Key signage at each crossover group event
- Premier advertising opportunities and logo placement prior to and during the event
- Solid exposure through the 14er Fest social platforms
- Unique product placement opportunities at crossover event locations
- Premier location for booth space
- Other custom-crafted opportunities can be identified through individual planning to ensure that this elite level sponsorship meets the needs of the sponsors.

### CROSSOVER EVENT OPTIONS:

- High Alpine Expeditions: Jeep/high lakes fishing combination (two planned for Saturday and Sunday)
- Natural Bridge Expedition: Jeep/hike planned for the Four Mile area
- Trail Based Service Projects (National Public Lands Day)

## RECREATIONAL GROUP SPONSORSHIP: \$1,700

The Recreational Group Sponsorship is a new, exciting and very limited sponsorship with only one slot available for each recreational group:

Running  
Hiking  
Mountain Biking  
Fly Fishing  
Off Roding

This sponsorship is designed to help connect recreational group participants with an industry leader that provides a service or product relevant to that specific group. This elite level sponsorship is designed to provide event-wide exposure and spotlight key relationships.

### RECREATIONAL GROUP SPONSORS WILL BENEFIT FROM:

- Premier advertising opportunities and logo placement prior to and during the event.
- Unique product placement opportunities at recreational group event locations.
- Exposure through raffle items, event prizes, and/or participant bags (for applicable races/events).

## GOLD SPONSORSHIP: \$1,200

This is an amazing sponsorship level with only 15 Gold Level Sponsorship slots available — they fill fast, so make sure to reserve this level soon if you'd like to be a 2020 Gold Sponsor. This sponsorship level will include prominent logos on promotional materials; please see full details below.

## SILVER SPONSORSHIP: \$500

We love our Silver Sponsors, and every bit of support goes a long way. There is an unlimited amount of slots available, and Silver Sponsors will receive their name printed on promotional materials, as well as a small logo on the 14er Fest website. Please see full details below.

## VENDOR BOOTH ONLY: \$275

SPONSORSHIP LEVELS	CROSS OVER SPONSOR	RECREATIONAL GROUP SPONSOR	GOLD LEVEL	SILVER LEVEL	VENDOR
<b>AVAILABILITY</b>	2	5 (one per group)	15	UNLIMITED	UPON APPROVAL
<b>PRICE</b>	\$3,500	\$1,700	\$1,000	\$500	\$275
<b>LOGO AND COMPANY NAME ON THE FOLLOWING:</b>					
Below print materials, along with postcards directing public to the event website, will be distributed throughout the region including the Front Range, Upper Arkansas Valley, and regional resort towns.					
<b>EVENT WEBSITE</b> (with link to your website)	X	X	X	X	
<b>OFFICIAL EVENT MAP/SCHEDULE</b>	X	X	X	NAME ONLY	
<b>EVENT POSTERS</b>	X	X	X	NAME ONLY	
<b>MARKETING</b>					
Direct marketing through 14er Fest social media, email marketing, website, as well as photo & video coverage during the event.	X	X	X		
Collaboration with/and exposure through media: magazines, news and radio.	X	X	X		
<b>BOOTH</b>					
Option to set up ONE 10'x10' Booth	X	X	X	X	X
Option to set up MULTIPLE 10'x10' Booths	X	X			

**COMMITMENT DEADLINE:** In order to secure your sponsorship, commitments (including payment and signed agreement) are due by:

Crossover Sponsorship: 5/15/21

Recreational Group Sponsorship: 6/15/21

Gold Sponsorship: 7/1/21

Silver Sponsorship: 7/1/21

**PLEASE NOTE:** If payment and sponsor agreement is not received by the above date, you forfeit holding your sponsorship. Verbal commitments are NOT a sponsorship agreement.

Please make payments to: 14er Fest, 620 Antero Circle, Buena Vista, CO 81211.

**CONTACT INFORMATION:** If you have questions, please email us at [Info@14erFest.org](mailto:Info@14erFest.org) and provide your name, question, and phone number. We will get back to you shortly!