

LAVENDER - ONE PLANT, ENDLESS POSSIBILITIES

COLORADO  
**Lavender**  
FESTIVAL



*Sponsorship Opportunities*

2ND ANNUAL FESTIVAL • JULY 6 - 8, 2012



Lavender Association  
of Western Colorado





## Greetings...

The Lavender Association of Western Colorado welcomes you to join us in sponsoring the 2nd Annual Colorado Lavender Festival, July 6-8, 2012. Event highlights include an all-day bus tour to area farms in peak bloom with a meet & greet with growers and lunch, a Festival on Saturday with seminars, booths and demonstrations, and Sunday will feature self-guided farm tours. We saw over 3000 visitors from across the country which provided huge visibility for our sponsors as well as a fantastic economic benefit to the businesses in Palisade.

In 2009, the Lavender Association of Western Colorado (LAWC) was formed as a 501(c) (6) non-profit organization. Our mission is to promote lavender as an alternative cash crop and agri-tourism business in Western Colorado through education, research, networking and market development. Members are lavender growers and producers of a wide variety of high-quality products, who are located across western Colorado from Glenwood Springs west to Mack; from Grand Junction south to Montrose, Delta, Paonia and Crawford.

Our goal of the Festival is to further awareness and interest in lavender and generate agri-tourism – all resulting in economic benefits to the region.

We invite you to partner with us in a high-quality Festival and share in the exposure and excitement of this event. Please review the following description of the Festival, demographics, marketing strategies, partners and sponsorship opportunities. Our intent is to develop mutually beneficial, long-term relationships with prominent and respected businesses such as yours.

If you prefer, we are willing to customize a sponsorship package for you to best showcase your business.

Interested in a Festival event-naming level sponsorship? We welcome the opportunity to explore the possibilities with you.

Thank you for your consideration.  
Our very best regards,

Lavender Association of Western Colorado



*Go purple!*



## Lavender - Western Colorado's New Cash Crop and Agri-tourism Destination

Prized for its perfume, medicinal properties and beautiful color, lavender has been one of the most popular herbs for centuries. Currently its use is enjoying resurgence due to a societal emphasis on health, relaxation and stress reduction.

Uses of lavender include: fresh and dried bundles and flower arrangements, essential oils and hydrosols, fine handcrafted decorative arts, as an accent in food and beverages and health / body care items - lotions, soaps, mists, pillows, potpourri and sachets.

As a crop, lavender is well-suited to the western Colorado environment. It is a drought-tolerant and low maintenance perennial, and thrives in the hot, dry, high elevations and lean soil.

## 2nd Annual Colorado Lavender Festival

Colorado's only lavender festival, held in western Colorado, an area widely recognized for its agricultural richness. Successful agricultural-themed festivals draw thousands – the Palisade Peach Festival (44th year), Colorado Mountain Winefest (21st year), Olathe Sweet Corn Festival (20th year), and Paonia Cherry Days (66th year).

Lavender festivals are popular around the U.S., most notably the Sequim Lavender Festival in Washington, in its 16th year. It is a 3-day event that attracts 40,000 visitors and generates an economic benefit to the local economy of \$3.4 million.

## Event Overview

Friday Bus Tour to Lavender Farms in peak bloom

- All-day bus tour to farms in the across western Colorado; grower talks, tour properties, activities, lunch included. Tickets required.

Saturday Festival in the historic Palisade Memorial Park - highlights

- Entrance to the Festival is free. Hours 9am - 5pm. 30+ juried retail and food vendors whose products will have a lavender focus. Entertainment and music.
- Seminars and workshops featuring renown experts. Tickets required.

Sunday Self-Guided Farm Tours focus

- Local growers will offer tours of their farms and facilities, and display products for sale. Individual farms may expand their offering with food, entertainment, talks, and other vendors. Free.



Our first year was a huge success. Attracting over 3000 people from across the country. We will target our audience through a variety of advertising strategies in a five-state region.

According to the Grand Junction Visitor & Convention Bureau multiplier of visitor spending at \$98/person/day; 3000 attendees generated a economic impact of \$294,000.

## Audience

Demographics show that our target audience is predominately female, of higher income brackets. Lavender lovers also are gardeners, crafters and artists, practitioners of healing arts, and members of Lavender Associations nationwide.

## Marketing

Marketing will be multi-faceted, using a variety of media and tools, such as:

1. Media relations, news releases, calendar of events submissions, story placement online, broadcast, and in magazines throughout Colorado and neighboring states.
2. Promotional programs with TV, radio and print in western Colorado and on the Front Range.
3. Online promotion such as on [www.colorado.com](http://www.colorado.com), member and vendor websites, Facebook, Colorado Proud, advertiser websites such as *Edible Front Range*, *The Beacon*, *Daily Sentinel*, and more.
4. Cross-marketing with area businesses such as breweries, distilleries, hotels, restaurants, art galleries, food, wine and candy-makers to develop lavender-themed promotions within their businesses surrounding and during the Festival.
5. Distribution of Festival posters and brochures via tourist info centers, racks in tourism-related businesses on major corridors; select retail outlets, participating vendors and sponsors.
6. Display advertising in Palisade Adventure Guide map (distribution 30,000)

## Partners

- Grand Junction Visitor & Convention Bureau grant covers national advertising in *Herb Companion*; and Festival promotion via their networks: advertising, marketing support; [visitgrandjunction.com](http://visitgrandjunction.com); TV, radio and print on the Front Range; online campaigns; Festival brochure distribution at Visitor Center; and promotion at national tourism seminars.
- CSU Tri-River Extension Office, Grand Junction - marketing, speakers, and advertising support.
- Regional Chambers of Commerce and Tourism Bureau partnerships in the works.



## Colorado Lavender Festival Sponsorship Packages

**Friend of the Event** ..... \$100

1 signed Festival Poster

**Bronze Sponsorship Package**..... \$250

Name on Festival Web Page and Program

1 Festival T-shirt; 1 signed Festival Poster

**Gold Sponsorship Package**..... \$500

Logo on Festival Program and Web Page plus link to your business website

Logo on all advertising posters and media releases

2 Festival T-shirts; 1 signed Festival Poster

**Platinum Sponsorship Package**..... \$1000

Logo on Festival Program and Web Page plus link to your business website

Logo on all advertising posters and media releases

2 Festival T-shirts; 1 signed Festival Poster

2 entrance wristbands to the Festival seminars, workshops and demonstrations

1 LAWC Cookbook

**Diamond Sponsorship Package**..... \$2000

Logo and company description on Festival Program & Web Page with link to your business website

Logo on all advertising posters and media releases

2 Festival T-shirts; 1 signed Festival Poster

2 entrance wristbands to the Festival seminars, workshops and demonstrations

1 LAWC Cookbook

1/4 page color ad in Festival Program

2 seats on the Friday guided motor coach tour

**Title Sponsorship Package**..... \$5000

Highlighted as Presenting sponsor of the Festival

Company logo and description on Festival Program & Web Page with link to your business website

Logo on all advertising posters, brochures,  
media releases

Table space at LAWC booth or your own  
booth at the Festival

Full-page color ad in Festival program

2 Festival T-shirts; 2 signed Festival Posters

4 entrance wristbands to Festival seminars,  
workshops and demonstrations

2 LAWC Cookbooks

2 seats on Friday guided motor coach tour

Opportunity to give collateral to Friday  
motor coach tour participants





## 2012 Colorado Lavender Festival Sponsorship Letter of Agreement

**Thank you** for your interest in sponsoring the 2012 Colorado Lavender Festival. Please provide the LAWC the following information so we may fulfill your sponsorship to your satisfaction.

Name of Business (or Individual): \_\_\_\_\_

Name of Owner, CEO: \_\_\_\_\_

Name of contact person: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

Sponsorship Package: \_\_\_\_\_

Special sponsorship accommodations: \_\_\_\_\_

Gold – Platinum packages: Delivery of wristbands to: \_\_\_\_\_

Silver – Platinum Packages, please email your logo to: [info@coloradolavender.org](mailto:info@coloradolavender.org)

Form of payment; due date: \_\_\_\_\_

### **SIGNED:**

\_\_\_\_\_  
Print name - Sponsor

\_\_\_\_\_  
Signature - Sponsor

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print name - Lavender Association of Western Colorado (LAWC)

\_\_\_\_\_  
Signature - Lavender Association of Western Colorado (LAWC)

\_\_\_\_\_  
Date

