

LAVENDER - ONE PLANT, ENDLESS POSSIBILITIES



Lavender Association
of Western Colorado



1ST ANNUAL

Colorado Lavender Festival

July 16 - 17, 2011

*Sponsorship
Opportunities*





Greetings...

The Lavender Association of Western Colorado welcomes you to join us in sponsoring the 1st Annual Colorado Lavender Festival, July 16-17, 2011. Event highlights include a Festival on Saturday with seminars and demonstrations, and Sunday will feature farm tours.

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 new 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, 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.

1st Annual Colorado Lavender Festival

This is Colorado's first and only lavender festival, to be held in western Colorado, an area widely recognized for its agricultural richness. Successful agricultural-themed festivals draw thousands during the summer months – the Palisade Peach Festival in its 42nd year, Colorado Mountain Winefest in its 19th year, Olathe Sweet Corn Festival in its 18th year, and the granddaddy of them all - Paonia Cherry Days in its 64th year.

Lavender festivals are popular around the U.S., most notably the Sequim Lavender Festival in Washington, now in its 14th 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

The Colorado Lavender Festival will be held on Saturday at the Palisade Memorial Park, a lovely and historic park setting near the town center of Palisade, Colorado. Sunday will feature farm tours.

Our attendance goal for the first year is 3000 people. We will target our audience through a variety of advertising strategies in a five-state region. We intend to make this festival a sustainable annual event by laying a solid foundation this year. Our strategy is to start small, get it right, provide an outstanding experience with customer service, and expand with other activities in the coming years.

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





Event Overview - continued

Saturday Festival in the Park highlights:

- 30 juried retail vendors and 8 food vendors whose products will have a lavender focus.
- Seminars and workshops on topics such as: growing tips and attributes of different lavender species; history of lavender and its uses; hands-on with aromas and uses of essential oils and craft making, plus cooking demonstrations with culinary lavender.
- Activities for kids.
- Entertainment and music.

Sunday Farm Tours focus:

- 8 -10 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.

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, member and vendor websites, Facebook, Colorado Proud, advertiser websites such as *Edible Aspen*, *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.

Partners

- Grand Junction Visitor & Convention Bureau - Advertising, marketing support; website www.visit-grandjunction.com; TV, radio and print on the Front Range; online national campaigns; Lavender Festival brochure distribution at Visitor Center, events, and promotion at national tourism seminars.
- CSU Tri-River Extension Office, Grand Junction - marketing, informational 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

- Company or personal name on Festival Web Page and Program
- 1 Festival T-shirt

Bronze Sponsorship Package\$250

- Company name on Festival Web Page and Program
- Company name on large 11X17 Advertising Posters
- 1 Festival T-shirt; 1 signed commemorative Festival Poster

Silver Sponsorship Package\$500

- Logo on Festival Web Page and Program
- Logo on large 11X17 Advertising Posters
- 2 Festival T-shirts; 1 signed commemorative Festival Poster

Gold Sponsorship Package.....\$1000

- Logo on Festival Program and Web Page plus link to your business website
- Logo on large 11X17 Advertising Posters, Brochures, Media releases
- 2 Festival T-shirts; 1 signed commemorative Festival Poster
- 2 entrance wristbands to the Festival seminars, workshops and demonstrations
- Gift basket of member products
- 2 seats at Appreciation Dinner after Festival

Platinum Sponsorship Package.....\$2000

- Logo and company description on Festival Program & Web Page with link to your business website
- Logo on large 11X17 Advertising Posters, Brochures, Media releases
- Corporate logo on Festival Banner
- 4 Festival T-shirts; 1 signed commemorative Festival Poster
- 2 entrance wristbands to the Festival seminars, workshops and demonstrations
- Gift basket of member products
- 4 seats at Appreciation Dinner after Festival

Diamond Sponsorship Package.....\$5000

- Logo and company description on Festival Program & Web Page with link to your business website
- Logo on large 11X17 Advertising Posters, Brochures, Media releases
- Corporate logo on Festival Banner
- Table space at Sponsor booth
- 5 Festival T-shirts
- 2 signed commemorative Festival Posters
- 5 entrance wristbands to the Festival seminars, workshops and demonstrations
- Gift basket of member products
- 6 seats at Appreciation Dinner after Festival





2011 Colorado Lavender Festival Sponsorship Letter of Agreement

Thank you for your interest in sponsoring the 2011 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

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



