

Downtown Castle Rock

2024

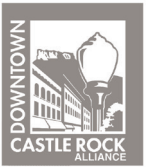
**Event Sponsorship & Small
Business Booth Opportunities**

The Mission:

The Downtown Merchants Association hosts free and family-oriented events in an effort to create and maintain a vibrant Downtown and provide Castle Rock residents and visitors with opportunities for quality entertainment.

Register Today!

 @DOWNTOWNCASTLEROCK |  @DTCASTLEROCK



2024 Downtown Events



MAY 18TH
Spring Kickoff Concert
5:00 PM - 10:00 PM | Festival Park



WEDNESDAYS IN JUNE, JULY & AUGUST
Music in the Park
6:30 PM - 8:00 PM | Festival Park



JUNE 1ST
Movie in the Park
5:00 PM - 10:00 PM | Festival Park



JUNE 14TH
Car Show Street Party & Concert
6:00 PM - 9:00 PM | Wilcox Square



JUNE 15TH
Classic Rock Cruise-In Car Show
10:00 AM - 3:00 PM | Wilcox Square



JULY 27TH
Boots & Brews
11:00 AM - 4:00 PM | Festival Park



SEPTEMBER 21ST
Oktoberfest
1:00 PM - 9:00 PM | Wilcox Square



OCTOBER 6TH - 12TH
Restaurant Week
Downtown Castle Rock Participating Restaurants



OCTOBER 25TH
Fangtastic Festival
12:00 PM - 3:00 PM | Festival Park



NOVEMBER 29TH - DECEMBER 29TH (WED. - SUN.)
Carriage Rides
4:30 PM - 8:30 PM Weekdays, 5:00 PM - 8:00 PM Weekends
Downtown Castle Rock



SUMMER: WEDNESDAYS IN JUNE, JULY AND AUGUST
WINTER: MONDAYS & TUESDAYS FROM NOV. 25TH TO DEC. 30TH
Trolley Rides, Summer & Winter
Summer: 6:00 PM - 8:00 PM | Winter: 5:00 PM - 7:00 PM

For more information, please email events@downtowncastlerock.com.





Demographics & Bundle Sponsorship Opportunities

Downtown Castle Rock Event Attendance

100 PER SESSION	MUSIC IN THE PARK
800	FANGTASTIC FESTIVAL
1,500	MOVIE IN THE PARK
3,000	SPRING KICKOFF CONCERT
3,250	BOOTS & BREWS
12,000	CRUISE-IN CAR SHOW WEEKEND
12,500	OKTOBERFEST

Interested in bundling sponsorship opportunities for the 2024 Event Season?

Contact us at events@downtowncastlerock.com.

*See Pages 4 and beyond for benefits

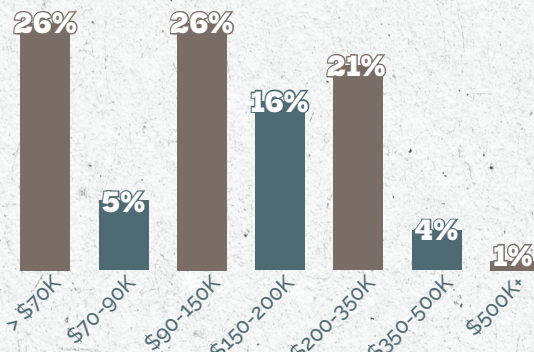
77% of Downtown Castle Rock event attendees indicated that they are more likely to purchase from/visit a business that sponsors our events.



Attendee home ownership:



Attendee income data:



(A high percentage of high earners!)



42%

of attendees are making 150k or more a year.

Age demographics:



9TH wealthiest county in the nation (US Census)



Our Population:

85,000

(*2 families per day!)



Spring Kickoff Concert

Date: May 18, 2024 | **Time:** 5:00 PM - 10:00 PM
Location: Festival Park

The official kickoff to the 2024 Downtown Castle Rock event season! Locals and visitors gather each year in Festival Park to enjoy live bands, food trucks, local breweries, face painters and vendor booths.



Sponsorship Level

Title Sponsor \$4,500

(+\$275 for industry exclusivity)
 Sponsorships Available: 1

Stage Sponsor \$3,000

(+\$275 for industry exclusivity)
 Sponsorships Available: 3

Family Entertainment Sponsor \$1,750

(+\$275 for industry exclusivity)
 Sponsorships Available: 3

Premium Booth Sponsor \$1,250

Sponsorships Available: 3

Benefits

- Logo on event poster & website
- Logo on main stage & event signage
- Logo on on-site signage
- Logo and named on social media post
- Included on one social media story
- 10'x10' booth
- Prime booth location
- 5-minute presentation at event
- Verbal recognition at event

- Name on event poster & website
- Logo on main stage
- Named on social media post
- Included on one social media story
- 10'x10' booth
- Prime booth location
- 2-minute presentation at event
- Verbal recognition at event

- Name on event poster & website
- Logo/Signage next to family entertainment (balloon twister, face painter, etc.)
- Named on social media post
- Verbal recognition at event
- 10'x10' booth
- Prime booth location

- Name on event poster & website
- Mentioned and tagged on one social post
- 10'x10' booth
- Prime booth location

For information on small business 10'x10' booth pricing, visit page 14.
For a larger booth or activation, email: events@downtowncastlerock.com.



Music in the Park

Date: Wednesdays in June, July & August
Time: 6:30 PM - 8:00 PM | **Location:** Festival Park

Each Wednesday in June, July and August, local musicians gather in Festival Park to entertain locals and visitors in Downtown Castle Rock.



Sponsorship Level

Title Sponsor \$3,780

Sponsorships Available: 1

Entertainment Sponsor \$2,700

Sponsorships Available: 3

Benefits

- Logo on event poster & website
- Logo on event signage
- Logo and named on social media post
- Included in multiple social media stories throughout June, July & August
- 10'x10' booth
- Prime booth location
- 5-minute presentation at event
- Verbal recognition at event

- Name on event poster & website
- On-site signage
- Named on social media post
- 10'x10' booth
- Prime booth location
- 2-minute presentation at event
- Verbal recognition

For information on small business 10'x10' booth pricing, visit page 14.
For a larger booth or activation, email: events@downtowncastlerock.com.



Movie in the Park

Date: June 1st | **Time:** 5:00 PM - 10:00 PM
Location: Festival Park

A family-friendly movie projected on the big screen in Festival Park. Festivities begin at 5:00 PM with the featured movie of the night to start at dusk, around 8:30 PM. We encourage attendees to arrive early, bring a blanket and enjoy the great environment in the park, balloon artists, face painters, food trucks, local breweries and vendor booths.



Sponsorship Level

Title Sponsor \$3,750

(+\$150 for industry exclusivity)
 Sponsorships Available: 1

Stage Sponsor \$2,200

(+\$150 for industry exclusivity)
 Sponsorships Available: 3

Family Entertainment Sponsor \$1,500

(+\$150 for industry exclusivity)
 Sponsorships Available: 3

Premium Booth Sponsor \$600

Sponsorships Available: 3

Benefits

- Logo on event poster & website
- Logo on main stage & event signage
- Logo on on-site signage
- Logo and named on social media post
- Included on one social media story
- 10'x10' booth
- Prime booth location
- 3 advertisements/commercials pre-show
- Verbal recognition at event

- Name on event poster & website
- Logo on main stage
- Named on social media post
- Included on one social media story
- 10'x10' booth
- Prime booth location
- 2 advertisements/commercials pre-show
- Verbal recognition at event

- Name on event poster & website
- Named on social media post
- Logo/signage next to family entertainment (balloon twister, face painter, etc.)
- Verbal recognition at event
- 10'x10' booth
- Prime booth location

- Name on event poster & website
- Mentioned and tagged on one social post
- 10'x10' booth
- Prime booth location

For information on small business 10'x10' booth pricing, visit page 14.
For a larger booth or activation, email: events@downtowncastlerock.com.



Cruise-In Car Show Weekend

Date: June 14th & 15th | **Time:** 6:00 PM - 9:00 PM (14th) & 10:00 AM - 3:00 PM (15th) | **Location:** Wilcox Square

Kicking off the weekend with a Friday evening free concert, participants can check out over 50 cars on display from the Vintage Car Club of Castle Rock. By 10:00 AM on Saturday the streets of historic Downtown are shut down and turned into a showplace for over 325 cars, trucks and specialty vehicles. The Cruise-In Car Show Weekend has something for everyone - cars, live bands, food trucks, local shops and restaurants, free attractions for the kids, and a variety of vendor booths.



Sponsorship Level

Title Sponsor
Friday & Saturday
\$7,500

(+\$550 for industry exclusivity)
 Sponsorships Available: 1

Stage Sponsor
Friday & Saturday
\$4,300

(+\$550 for industry exclusivity)
 Sponsorships Available: 3

Family Entertainment Sponsor
Friday & Saturday
\$3,200

(+\$550 for industry exclusivity)
 Sponsorships Available: 3

Premium Booth Sponsor
Friday & Saturday
\$1,500

Sponsorships Available: 6

Benefits

- Logo on event poster & website
- Logo on main stage & event signage
- Logo on on-site signage
- Logo and named on social media post
- Included on one social media story
- 10'x10' booth
- Prime booth location
- 5-minute presentation at event
- Verbal recognition at event

- Name on event poster & website
- Logo on main stage
- Named on social media post
- Included on one social media story
- 10'x10' booth
- Prime booth location
- 2-minute presentation at event
- Verbal recognition at event

- Name on event poster & website
- Logo/signage next to family entertainment (balloon twister, face painter, etc.)
- Named on social media post
- 10'x10' booth
- Prime booth location
- Verbal recognition at event

- Name on event poster & website
- Mentioned and tagged on one social post
- 10'x10' booth
- Prime booth location

For information on small business 10'x10' booth pricing, visit page 14.
For a larger booth or activation, email: events@downtowncastlerock.com.



Boots & Brews

Date: July 27th | **Time:** 11:00 AM - 4:00 PM
Location: Festival Park

Following the Douglas County Fair Parade, thousands gather in Festival Park to enjoy live bands, food trucks, beer, cocktails and take a shot at their "eight-second ride" on a mechanical bull before they head to the Fair & Rodeo.



Sponsorship Level

Title Sponsor \$3,750

(+\$325 for industry exclusivity)
 Sponsorships Available: 1

Stage Sponsor \$2,700

(+\$325 for industry exclusivity)
 Sponsorships Available: 3

Family Entertainment Sponsor \$1,500

(+\$325 for industry exclusivity)
 Sponsorships Available: 3

Premium Booth Sponsor \$1,000

Sponsorships Available: 3

Benefits

- Logo on event poster & website
- Logo on main stage & event signage
- Logo on on-site signage
- Logo and named on social media post
- Included on one social media story
- 10'x10' booth
- Prime booth location
- 5-minute presentation at event
- Verbal recognition at event

- Name on event poster & website
- Logo on main stage
- Named on social media post
- Included on one social media story
- 10'x10' booth
- Prime booth location
- 2-minute presentation at event
- Verbal recognition at event

- Name on event poster & website
- Logo/signage next to family entertainment (balloon twister, face painter, etc.)
- Named on social media posts
- 10'x10' booth
- Prime booth location
- Verbal recognition at event

- Name on event poster & website
- Mentioned and tagged on one social post
- 10'x10' booth
- Prime booth location

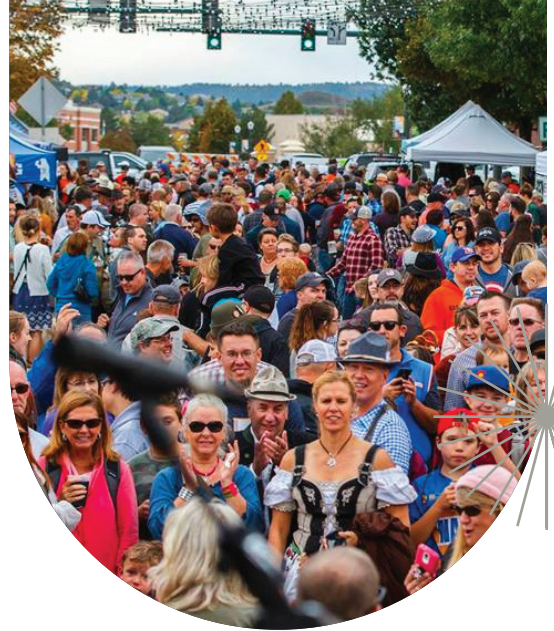
For information on small business 10'x10' booth pricing, visit page 14.
For a larger booth or activation, email: events@downtowncastlerock.com.



Oktoberfest

Date: September 21st | **Time:** 1:00 PM - 9:00 PM
Location: Wilcox Square

A Downtown Castle Rock event staple. From stein hoisting competitions, traditional German music and dancers, free kids activities, a live DJ, vendor booths and over 14 different breweries to try, there's something for everyone. This is the largest event produced by the Downtown Merchants Association bringing over 12,000 people to Downtown Castle Rock.



Sponsorship Level

Title Sponsor \$7,500

(+\$500 for industry exclusivity)
 Sponsorships Available: 1

Stage Sponsor \$3,200

(+\$500 for industry exclusivity)
 Sponsorships Available: 3

Family Entertainment Sponsor \$2,700

(+\$500 for industry exclusivity)
 Sponsorships Available: 3

Premium Booth Sponsor \$1,500

Sponsorships Available: 3

Benefits

- Logo on event poster & website
- Logo on main stage & event signage
- Logo on on-site signage
- Logo and named on social media post
- Included on one social media story
- 10'x10' booth
- Prime booth location
- 5-minute presentation at event
- Verbal recognition at event

- Name on event poster & website
- Logo on main stage
- Named on social media post
- Included on one social media story
- 10'x10' booth
- Prime booth location
- 2-minute presentation at event
- Verbal recognition at event

- Name on event poster & website
- Logo/signage next to family entertainment (balloon twister, face painter, etc.)
- Named on social media posts
- 10'x10' booth
- Prime booth location
- Verbal recognition at event

- Name on event poster & website
- Mentioned and tagged on one social post
- 10'x10' booth
- Prime booth location

For information on small business 10'x10' booth pricing, visit page 14.
For a larger booth or activation, email: events@downtowncastlerock.com.





Restaurant Week

Date: October 6th - 12th

Participating restaurants will be creating a special item that is not on their menu just for your dining enjoyment. This social media campaign is designed to encourage the public to support local, independent restaurants in the fall in Downtown Castle Rock! The Title Sponsor and Participating Restaurants will be heavily marketed to the Castle Rock/Douglas County market.

Sponsorship Level

Title Sponsor
\$5,000

Participating Restaurants
Free to participate

Benefits

- Logo on event poster
 - Mentioned/tagged on social posts
 - Included on two social media stories
-
- Name on event poster
 - Name on social media posts

This social media campaign does not have a physical event presence.



Fangtastic Festival

Date: October 25th | **Time:** 12:00 PM - 3:00 PM
Location: Festival Park

The Friday before Halloween the Downtown Merchants Association hosts a booth-to-booth Trick or Treat event for families. This event is always a favorite in the community with Halloween music, small business 10'x10' booths and, of course, candy!



Sponsorship Level

Title Sponsor \$2,000

(+\$250 for industry exclusivity)
 Sponsorships Available: 1

Pumpkin Sponsor \$750

(+\$250 for industry exclusivity)
 Sponsorships Available: 1

Family Entertainment Sponsor \$500

(+\$250 for industry exclusivity)
 Sponsorships Available: 3

Premium Booth Sponsor \$350

Sponsorships Available: 3

Benefits

- Logo on event poster & website
- Logo on social media post
- Included on one social media story
- 10'x10' booth
- Prime booth location

- Name on event poster & website
- Named on social media post
- Included in one social media story
- Logo on mini-pumpkin patch signage
- 10'x10' booth
- Prime booth location

- Name on event poster & website
- Named on social media post
- Included on one social media story
- 10'x10' booth
- Prime booth location

- Name on event poster & website
- Named on social media post
- 10'x10' booth
- Prime booth location

For information on small business 10'x10' booth pricing, visit page 14.
For a larger booth or activation, email: events@downtowncastlerock.com.





Carriage Rides

Date: November 29th - December 29th (Wed. - Sun.)

Time: 4:30 PM - 8:30 PM Weekdays, 5:00 PM - 8:00 PM Weekends

Location: Downtown Castle Rock

A Castle Rock Holiday Tradition, the Downtown Castle Rock Carriage Rides will start in November and end service on December 29th. With over 500 rides provided by Kodiak Ranch a family or group of 4 can bundle up and enjoy a festive ride through Historic Downtown Castle Rock.

Sponsorship Level

Title Sponsor \$6,000*

*All weeks

Presenting Sponsor \$1,350*

*One week only

Benefits

- | | |
|---|--|
| <ul style="list-style-type: none"> • Logo on poster & website • Banner with logo on back of carriage • Logo on social media post | <ul style="list-style-type: none"> • Logo on pick-up/drop-off signage • Included on one social media story |
| <ul style="list-style-type: none"> • Logo on poster & website • Banner with logo on back of carriage • Logo on social media post | <ul style="list-style-type: none"> • Logo on pick-up/drop-off signage • Included on one social media story |



Trolley Rides, Summer & Winter

Summer Dates: Wednesdays in June, July and August

Winter Dates: Mondays & Tuesdays from November 25th to December 30th

Times: Summer: 6:00 PM - 8:00 PM | Winter: 5:00 PM - 7:00 PM

Location: Downtown Castle Rock

Riders young and old alike enjoy a free ride through Historic Downtown Castle Rock on the nostalgic Town Trolley.



Sponsorship Level

Summer Sponsor
\$2,000

Benefits

- Logo on poster & website
- Logo on pick-up/drop-off signage
- Logo on magnet placed on back of trolley
- Logo and named on social media post
- Included on one social media story
- Rider swag opportunity

Holiday Sponsor
\$1,500

- Logo on poster and website
- Logo on pick-up/drop-off signage
- Logo on magnet placed on back of trolley
- Logo and named on social media post
- Included on one social media story
- Rider swag opportunity



Small Business 10'x10' Booth Opportunities

Here are the small business 10'x10' booth opportunities for all events.



Events	Estimated Attendance	STANDARD BOOTH (10'x10')	Spots Available	X-LARGE+ BOOTH (10'x20')	Spots Available
Spring Kickoff Concert	3,000	\$350	15	\$450	3
Movie in the Park	1,500	\$250	10	\$350	3
Car Show Weekend	12,000	\$550	10	\$650	5
Car Show Street Party & Concert (Fri)	5,000	\$300	10	\$400	2
Classic Rock Cruise-in Car Show (Sat)	7,000	\$300	10	\$400	2
Boots & Brews	3,250	\$350	15	\$450	3
Oktoberfest	12,500	\$450	15	\$550	5
Fangtastic Festival	800	\$250	15	\$350	3

Small business 10'x10' booth space not available at Music in the Park or Restaurant Week.
For additional questions, including larger booth or activation, email:
events@downtowncastlerock.com.

