



SPONSORSHIP PACKET

2025





CACHE LA POUDRE RIVER NATIONAL HERITAGE AREA

The Poudre Heritage Alliance is a regional 501(c)(3) charitable organization that manages the Cache la Poudre River National Heritage Area (Cache NHA) with a mission to promote a variety of historical and cultural opportunities, engage visitors and residents in the river corridor, and inspire learning, preservation, recreation, and stewardship.

As a business leader, you recognize the importance of a vibrant community. When you partner with Cache NHA and support community events, you're helping us lead our community to greater understanding of stewardship of the Poudre River and its culture and history. We want to recognize your generosity while giving your business opportunities to engage customers and stakeholders in meaningful ways. Here is the snapshot of the marketing reach we offer our business sponsors.

Our Reach



30,000+ Visitors
to our Website
Annually



222,000 Average
Marketing Reach per Event



2000+
Newsletter Audience



800+ Attendees
at Annual Events



4.5 K Followers on Social
Media Platforms

POUDRE RIVER FORUM

The Poudre River Forum is an annual conference for industry professionals and community members on water issues, use, history, and conservation practices impacting the Poudre River Basin. The annual event attracts hundreds of river enthusiasts from Northern Colorado communities and beyond.

2025 marks the 10th anniversary of the Forum!



The milestone Forum will traverse the Poudre River basin, reflecting on its historic past, the evolutionary path to the present, and considerations for future generations.

“The varying views were impactful. It was obvious not everyone in the room could agree on everything, but the common goal was the Cache la Poudre River’s best interests, and I loved that.”
- Forum Attendee



Poudre River
Forum March 7,
2025

AIMS Welcome
Center, Greeley

8:00am- 4:30pm

CAPTURE THE CACHE

Capture the Cache is an exhibition of photography and art that celebrates the natural beauty, culture, and heritage of the Cache la Poudre River National Heritage Area. This juried art show of 30-40 pieces encourages photographers and artists to submit artwork **March 1, 2025 -May 2, 2025** for categories which include agriculture, community, and weather. The exhibit will be open to the public for viewing during the month of June.

Participating artists and show winners will be celebrated during an opening reception dedicated to art, culture, and community. The event will include a plein air art demonstration, hors d'oeuvres, cash bar and exhibit pieces will be available for purchase. During the event, Cache NHA emeritus inductees will be recognized in honor of their service to the Heritage Area.



John Bartholow
2024 Grand Prize winner

Opening Reception
June 3, 2025

Visit Fort Collins
Welcome Center
5:00pm- 7:00pm

POUDRE POUR ART & CULTURE FEST

The **Poudre Pour Art & Culture Fest** is an annual event celebrating our river corridor's vibrant history and culture. Each year, the event has a different theme. Past themes have been river health, recreation, ecology, and Hispanic heritage. In 2025, we will be celebrating the rich heritage of Agriculture.

The family-friendly community event features live music, food trucks, craft beer tasting, farm vendors, agricultural-themed interactive educational exhibits and demonstrations, historic museum tours, hay rides, and more!



Poudre Pour
October 4, 2025
Town of Windsor
Museums
1:00 PM - 5:00 PM

POUDRE PUB TALK SERIES

Poudre Pub Talks is an annual educational series that brings experts to your favorite local breweries for informational conversations about our community's culture, history, recreation, ecology, and stewardship.



"I attended the pub talk last month at Horse & Dragon Brewing. I learned so much from the rancher that I had to come this month to learn from your speaker and I brought friends to share in this experience."

-Attendee

Foraging for Beer Production

November 2024 | Purpose Brewing and Cellars

Mexican American History Project: Greeley

December 2024 | High Hops Brewing

History of the Poudre River Trail & Trail Completion Update

January 2025 | New Belgium Brewing

Composting, Soil, and River Health

February 2025 | Horse & Dragon Brewing



POUDRE RUNS THROUGH IT

Poudre Runs Through It (PRTI) is an invitation-only study action group of regional leaders and experts who reflect the diverse values of those who live and work in the communities along the Cache la Poudre River. Some members value the river as a working river for agriculture, municipality, and industrial needs, while others value recreation and ecological attributes. The group uses its experiences and knowledge to identify opportunities for cooperative action.



LEARNING IN OUR WATERSHED

Learning in Our Watershed™ (LIOW) is a field trip grant program designed to help youth understand the Cache la Poudre River and their water heritage while inspiring the next generation of river stewards. In 2024, 7212 students participated in LIOW field trips within the National Heritage Area. After their field trip, 89% of students said they understood how they can make an impact in the watershed.



SPONSORSHIP BENEFITS

	Stream	Tributary	River	Basin	Headwaters
Poudre River Forum	\$300	\$500	\$1,000	\$2,000	\$5,000
Opportunity to share your organization's resources via an exhibit table	✓	✓	✓	✓	✓
Tickets to the Forum	1	1	2	4	10
Organization listed on the event website and printed conference card		✓	✓	✓	✓
Organization logo on a repeating sponsor slideshow during the event		✓	✓	✓	✓
Social media posts recognized as sponsor		1	2	3	5
Special recognition during opening remarks				✓	✓
Capture the Cache	\$300	\$500	\$1,000	\$2,000	\$5,000
Tickets to Opening Reception	1	2	4	6	10
Organization listed on the event Capture the Cache website page	✓	✓	✓	✓	✓
Social media posts recognized as sponsor		1	2	3	5
Organization logo on promotional materials and event website			✓	✓	✓
Announced as presenting or title sponsor during opening reception				Presenting	Title
Speaking opportunity during the program					✓
Poudre Pour	\$300	\$500	\$1,000	\$2,000	\$5,000
Tickets to the Poudre Pour	1	1	2	4	6
Logo on sponsor signage at the event	✓	✓	✓	✓	✓
Organization listed on the event website		✓	✓	✓	✓
Logo included on event posters distributed in Larimer & Weld Counties		✓	✓	✓	✓
Social media posts recognized as sponsor		1	2	3	5
Stage placement of your banner and special recognition from the stage					✓
People's Choice Award Sponsor Headwaters benefits plus organization listed on ballot boxes, award, and post-event publicity (Limit 1 Sponsor)					✓
Poudre Pub Talks	\$300	\$500	\$1,000	\$2,000	\$5,000
Sponsor a round of beers for the audience at one Talk	✓	✓	✓	✓	✓
Logo on website and promotional materials		✓	✓	✓	✓
Social media posts recognized as sponsor		1	2	3	4
Announced as sponsor at 1,2, or 4 Pub Talks			1	2	4

Sold Out

COMMITMENT FORM

Complete the form below and email it to bbullard@poudreheritage.org.

Payments can be made by mailing a check to the address below or online. After submitting your commitment form, expect follow up from a Cache NHA team member for next steps and to answer any questions.

Partnership

We recognize businesses who make a donation in support of a Cache NHA as a Community Partner. Recognition is given to the partner around the initiative they are supporting and included in the annual report.

Please check the initiative(s) box, then circle your giving level.

- | | |
|--|--|
| <input type="checkbox"/> Poudre Runs Through It | \$300 \$500 \$1,000 \$2,000 \$5,000 Other \$ _____ |
| <input type="checkbox"/> Learning In Our Watershed | \$300 \$500 \$1,000 \$2,000 \$5,000 Other \$ _____ |
| <input type="checkbox"/> General Support | \$300 \$500 \$1,000 \$2,000 \$5,000 Other \$ _____ |

Event Sponsor

Please check the event(s) box, then circle your giving level.

- | | |
|---|---|
| <input type="checkbox"/> Poudre River Forum | \$300 \$500 \$1,000 \$2,000 \$5,000 |
| <input type="checkbox"/> Capture the Cache | \$300 \$500 \$1,000 \$2,000 \$5,000 |
| <input type="checkbox"/> Poudre Pour | \$300 \$500 \$1,000 \$2,000 \$5,000 |
| <input type="checkbox"/> Poudre Pub Talks | \$300 \$500 \$1,000 \$2,000 \$5,000 |

CONTACT NAME: _____ BUSINESS NAME: _____

ADDRESS: _____

EMAIL: _____ PHONE: _____ DATE: _____

Total Partnership & Sponsorship Payment \$ _____ ☐ PAYMENT ENCLOSED ☐ PLEASE INVOICE ME

Comments: _____

Checks can be made out and mailed to:

Poudre Heritage Alliance
130 North 5th Street
Windsor, CO 80550

To pay online, visit https://secure.lglforms.com/form_engine/s/kfzLXfa_JyoTIGQPgy-PPg

To email the commitment form for future invoicing or contact for additional questions,

Beth Bullard, bbullard@poudreheritage.org, 970-295-4851.