



2026 SPONSORSHIP PACKET



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.

A Snapshot of Marketing Reach



45,000+ Website
Visitors Annually



200,000 Average
Marketing Reach per Event



2000+
Newsletter Audience



650+ Attendees
at Annual Events



5 K Followers on Social
Media Platforms

DISCOVER HERITAGE. EXPLORE CULTURE.

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 Forum fosters collaboration across disciplines, including those from the agricultural, environmental, municipal, industrial, recreational, business, development, and other sectors.



Highlights

- Inspiring panels and breakout discussions
- Real-world insights from across the Poudre River Basin
- Hear about local initiatives
- Interactive exhibitor tables
- Ample time to network and strategize with peers



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



The **250+ attendees** include municipalities, engineers, irrigation and ditch companies, developers, planners, conservationists, ranchers, business owners, educators, nonprofits, local legislators, and community members.

11TH ANNUAL

Poudre River Forum
March 6th, 2026

AIMS Welcome
Center, Greeley

8:00 am - 4:30 pm



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POUDRE RIVER FORUM SPONSORSHIP OPPORTUNITIES

HEADWATERS SPONSOR | \$5,000

- Eight (8) complimentary tickets
- “Presented by [Your Name]” designation for the Lunch session
- Special recognition during opening remarks
- Prominent logo placement on all promotional materials
- Logo placement on event website
- Company branding on-site during the event
- Option to submit a guest blog to the Cache NHA website
- Five (5) social media thank-you mentions
- Exhibit table

BASIN SPONSOR | \$2,000

- Four (4) complimentary tickets
- Special recognition during opening remarks
- Logo placement on all promotional materials
- Logo placement on event website
- Company branding on-site during the event
- Option to submit a guest blog to the Cache NHA website
- Three (3) social media thank-you mentions
- Exhibit table

RIVER SPONSOR | \$1,000

- Two (2) complimentary tickets
- Logo placement on all promotional materials
- Logo placement on event website
- Company branding on-site during the event
- Option to submit a guest blog to the Cache NHA website
- Two (2) social media thank-you mentions
- Exhibit table

TRIBUTARY SPONSOR | \$500

- One (1) complimentary ticket
- Logo placement on all promotional materials
- Logo placement on event website
- Company branding on-site during the event

STREAM SPONSOR | \$300

- One (1) complimentary ticket
- Name listed on event website and promotional materials
- Exhibit table

DISCOVER HERITAGE. EXPLORE CULTURE.

CAPTURE THE CACHE EXHIBITION

The Capture the Cache Exhibition is a photography show honoring the beauty, culture, and history of the Cache la Poudre River National Heritage Area. The exhibition opens with a one-night-only celebration honoring the participants and recognizing influential people who have made a lasting impact on the Poudre River corridor.

Highlights

- The gallery will be on display for an entire month.
- Live plein air demonstrations will make art come to life.
- Network with featured photographers, creatives and river community leaders.
- Exposure to online audiences via digital marketing, newsletters, and social media.
- Local businesses will be featured in the silent auction via in-kind donations.

Following the opening reception, the Capture the Cache Exhibition is open to the public for the remainder of June. Over **2300 people** viewed the 2025 exhibition.



Opening Reception

June 2nd 2026
Visit Fort Collins

5:00 pm- 7:00 pm



DISCOVER HERITAGE. EXPLORE CULTURE. CAPTURE THE CACHE SPONSORSHIP OPPORTUNITIES

HEADWATERS SPONSOR | \$5,000

- Eight (8) complimentary tickets
- Exclusive naming rights to the People's Choice Award
- Featured in a social media post recognizing your support of arts and heritage
- Special recognition during opening remarks
- Prominent logo placement on all promotional materials
- Logo placement on event website
- Company branding on-site during the entire exhibition
- Five (5) social media thank-you mentions

BASIN SPONSOR | \$2,000

- Six (6) complimentary tickets
- Featured in a social media post recognizing your support of arts and heritage
- Special recognition during opening remarks
- Logo placement on all promotional materials
- Logo placement on event website
- Company branding on-site during the entire exhibition
- Four (4) social media thank-you mentions

RIVER SPONSOR | \$1,000

- Four (4) complimentary tickets
- Special recognition during opening remarks
- Opportunity to be "Presenting Sponsor" of the plein air artists
- Logo placement on all promotional materials
- Logo placement on event website
- Company branding on-site during the entire exhibition
- Three (3) social media thank-you mentions

TRIBUTARY SPONSOR | \$500

- Two (2) complimentary tickets
- Opportunity to be "Presenting Sponsor" of the hors d'oeuvres and beverage station
- Logo placement on event website
- Two (2) social media thank-you mentions

STREAM SPONSOR | \$300

- Two (2) complimentary ticket
- Name listed on event website

DISCOVER HERITAGE. EXPLORE CULTURE.

POUDRE PUB TALK SERIES

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

Highlights

- Attendees from across Northern Colorado
- Multiple opportunities and touchpoints
- Door prizes featuring local businesses
- Free & open to the public



"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

Over 250 community members attended the 24/25 Pub Talk Series

2025-2026 PUB TALK LINEUP

Traversing the Poudre River Trail & Trail Completion

October 2025 | Odell Brewing

Terry Bison Ranch Project

November 2025 | Rule 105 Brewing

Do More with Less Water

December 2025 | Timnath Beerwerks, Fort Collins Taproom

The Art and Science of Mushroom Farming

January 2026 | Salt Road Brewing

Honeybees and Native Allies in Northern Colorado

February 2026 | Horse & Dragon Brewing



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PUB TALK SPONSORSHIP OPPORTUNITIES

HEADWATERS SPONSOR | \$5,000

- Special recognition during opening remarks
- Prominent logo placement on select promotional materials
- Logo placement on event website
- Thank-you mentions in all social media posts about the series
- Featured in a social media post recognizing your support of education
- Opportunity to provide branded merchandise as a door prize
- Opportunity to attend a Pub Talk and promote your organization

BASIN SPONSOR | \$2,000

- Special recognition during opening remarks
- Opportunity to provide branded merchandise as a door prize
- Opportunity to attend a Pub Talk and promote your organization
- Logo placement on select promotional materials
- Logo placement on event website
- Thank-you mentions in four (4) social media posts about the series

RIVER SPONSOR | \$1,000

- Opportunity to attend a Pub Talk and promote your organization
- Opportunity to provide branded merchandise as a door prize
- Logo placement on select promotional materials
- Logo placement on event website
- Thank-you mentions in three (3) social media posts about the series

TRIBUTARY SPONSOR | \$500

- Opportunity to provide branded merchandise as a door prize
- Logo placement on event website
- Thank-you mentions in two (2) social media posts about the series

STREAM SPONSOR | \$300

- Name listed on event website
- Opportunity to provide branded merchandise as a door prize

COMMITMENT FORM

To complete the commitment form online and submit payment, visit https://secure.lglforms.com/form_engine/s/WwsXg5o2lukaAINBjizrVA.

To pay by check, complete the form below and mail it along with your payment to the address listed below.

For invoicing or any additional questions contact Beth Bullard (bbullard@poudreheritage.org; 970-999-2433).

Event Sponsor

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

☐ Poudre River Forum \$300 | \$500 | \$1,000 | \$2,000 | \$5,000

☐ I would like an Exhibitor table at the Poudre River Forum

☐ Capture the Cache Exhibition \$300 | \$500 | \$1,000 | \$2,000 | \$5,000

☐ I would like to provide an in-kind donation for Capture the Cache Exhibition.

☐ Poudre Pub Talks Series \$300 | \$500 | \$1,000 | \$2,000 | \$5,000

☐ I would like to provide an in-kind donation for the Pub Talks Series.

CONTACT NAME: _____ BUSINESS NAME: _____

ADDRESS: _____

EMAIL: _____ PHONE: _____ DATE: _____

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

Remit payment to:

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

The Poudre Heritage Alliance, the managing entity of the Cache la Poudre River National Heritage Area, is an exempt organization as described as a 501c3 of the internal revenue code; EIN 36-4507550.