



SPONSORSHIP PACKET

2024





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 a 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 meaningfully. Here is a snapshot of the marketing reach we offer our business sponsors.

Our Reach



22,815 Visitors
to our Website



222,000 Average
Marketing Reach per Event



2000+
Newsletter Audience



800+ Attendees
at Annual Events



4.4 K Followers on Social
Media Platforms

POUDRE RUNS THROUGH IT & LEARNING IN OUR WATERSHED

Poudre Runs Through It (PRTI) is a study/action group comprised of diverse regional leaders and experts who share a common interest in making the Poudre River the world's best example of a healthy working river. PRTI membership convenes regularly to share updates from across the sector and study issues and solutions impacting the Poudre River.



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 2023, 6,173 students participated in LIOW field trips within the national heritage area. After their field trip, 88% of students said they would like to return to the NHA,



POUDRE RIVER FORUM

The Poudre River Forum, an annual initiative of Poudre Runs Through It, is a conference for industry professionals and community members to learn more about current issues and solutions impacting the Poudre River Basin. The annual event attracts hundreds of river enthusiasts from Northern Colorado communities and beyond.



Poudre River Forum

March 1, 2024

AIMS Welcome
Center, Greeley

8:00am- 4:30pm

CAPTURE THE CACHE & CACHE & COCKTAILS

Capture the Cache is an annual photo contest that recognizes the natural beauty, wildlife, culture, and history of the Cache la Poudre River National Heritage Area. The images offer a snapshot of what makes the 45-mile heritage area unique and essential. The contest runs **March 1, 2024- May 10, 2024.**

2023

CAPTURE THE CACHE WINNERS

GRAND PRIZE WINNER



RIVER REFLECTIONS



HISTORY & CULTURE



RECREATION & LIFESTYLE



Contest winners will be recognized at **Cache & Cocktails**, a celebratory evening of signature cocktails, hors d'oeuvres, and camaraderie. The evening is dedicated to art, culture, and community, with a select group of images featured in a silent auction. Cache NHA emeritus inductees will be recognized for their services to the Heritage Area during the event.

Cache & Cocktails
June 20, 2024

Windsong Estate
Events Center

6:00pm - 9:00pm

POUDRE POUR

Art & Culturefest

& POUDRE PUB TALKS

The **Poudre Pour** is an annual event celebrating our river corridor's vibrant history and culture. This community event features live music and performances, visual and culinary arts, interactive educational exhibits and demonstrations, historic tours, and more!



Poudre Pour
October 12, 2024
Town of Windsor
Museums

12:00 PM - 5:00 PM

Poudre Pub Talks is an annual educational series that brings experts to your favorite breweries to hold informal community conversations on a variety of topics, including natural resources, history, recreation, and more! See the tentative 2024-2025 schedule below.

November 2024 | Purpose Brewing

Foraging for Beer Production

December 2024 | High Hops Brewing

History of the Poudre Trail & Trail Completion Update

January 2025 | TBD

The Economics of Water Law

February 2025 | TBD

Native Seed and Plant Collections

"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

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	4
Special recognition in newsletter and during opening remarks				✓	✓
Cache & Cocktails		\$500	\$1,000	\$2,000	\$5,000
Tickets to Cache & Cocktails		2	4	6	10
Organization listed on the event Cache & Cocktails website page		✓	✓	✓	✓
Social media posts recognized as sponsor			1	2	4
Logo included on Cache & Cocktails website and promotional materials			✓	✓	✓
Announced as presenting or title sponsor during Cache & Cocktails				Presenting	Title
Opportunity to have logo and name recognition as sponsor of the evening's signature beverage					✓
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	4
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 newsletter publicity (Limit 1 Sponsor)					✓
		\$500	\$1,000	\$2,000	\$5,000
Logo on website & sponsor a round of beers for the audience at one Talk		✓	✓	✓	✓
Logo on website and promotional materials			✓	✓	✓
Social media posts recognized as sponsor		1	1	2	4
Announced as sponsor at 1,2, or 4 Pub Talks			1	2 Presenting	4 Title



Sponsorship Incentive: Entities who support all four events will receive a feature article in the Cache NHA newsletter.

Sold Out

COMMITMENT FORM

Complete the form below and email it to Bbullard@poudreheritage.org. You can make payments by mailing a check to the address below or online. After submitting your commitment form, a Cache NHA team member will follow up on the next steps and answer any questions.

Partnership

We recognize businesses that donate in support of the Cache NHA as community partners. 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

Sponsorship Incentive: Entities who support all four events will receive a feature article in the Cache NHA newsletter.

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 & Cocktails | \$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 | \$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
3745 E. Prospect Road Suite 205
Fort Collins, CO 80525



To pay online, visit https://secure.lglforms.com/form_engine/s/I8xmyfAjdidVWdJp6tvUug or scan the QR code.

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

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