

3RD ANNUAL

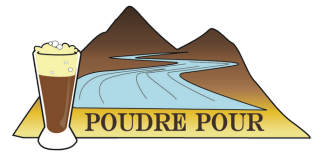
POUDRE POUR

SPONSORSHIP PACKET



MARCH 28, 2020 • 2-6PM
BOARDWALK PARK, WINDSOR, CO

SPONSOR PACKET



3RD ANNUAL POUDRE POUR • SATURDAY, MARCH 28, 2020 2-6PM • BOARDWALK PARK, WINDSOR, CO

The POUDRE HERITAGE ALLIANCE is happy to announce we are hosting the 3rd Annual Poudre Pour on Saturday, March 28, 2020 at the Boardwalk Park in Windsor, CO from 2-6pm.

The Poudre Pour raises awareness about local water issues and brings community members together to celebrate our Poudre River heritage and our most important resource: *water*.

The Poudre Pour includes an afternoon of fun and learning with craft brew tasting stations, paired appetizers made with farm fresh ingredients, presentations on the many facets of “water issues” in Northern Colorado, kids educational activities, live entertainment, and more!

WHY SPONSOR?

A sponsorship offers your organization a chance to showcase your commitment to the protection of one of our region's most precious natural resources: the Poudre River! **We anticipate 500-600 attendees.**

Proceeds will benefit the **POUDRE HERITAGE ALLIANCE**, a 501(c)3 nonprofit working to *PROMOTE* a variety of historical and cultural opportunities, *ENGAGE* people in their river corridor and *INSPIRE* learning, preservation, and stewardship of the Cache la Poudre River National Heritage Area (CALA).

Your support will be leveraged through a variety of channels that will access a diverse audience including environmental stewards, beer lovers, outdoor enthusiasts, academics, local businesses, students, families and other Poudre Heritage Alliance partners.

Sponsorships are **100% tax-deductible.**



SPONSOR LEVELS



HEADWATERS - \$5,000

- Name recognition in print/radio ads
- Primary banner placement at event
- Logo on event website
- Recognition in one PHA newsletter
- Recognition on social media
- Logo in event program
- Logo on event sponsor "thank you" board

WATERFALL - \$3,000

- Small banner placement at event
- Logo on event website
- Recognition in one PHA newsletter
- Recognition on social media
- Logo in event program
- Logo on event sponsor "thank you" board

RIVER WATER - \$1,500

- Logo on event website
- Recognition on social media
- Name listing in event program
- Name listing on event sponsor "thank you" board

SPARKLING WATER - \$700

- Name listing on event website
- Recognition on social media
- Name listing on event sponsor "thank you" board

SPRING WATER - \$350

- Name listing on event website
- Name listing on event sponsor "thank you" board

Discounted tickets to the Poudre Pour will be available for *all* sponsors.

Sponsorships to the Poudre Heritage Alliance (EIN # 36-4507550) are 100% tax-deductible.

We kindly ask for your Poudre Pour sponsorship commitment no later than **Thursday, February 13, 2020.**



REGISTRATION



Thank you for sponsoring the 2020 Poudre Pour! Please complete this form or register your sponsorship online at: **www.poudreheritage.org/poudre-pour**. Partners (brewers, coffee, kombucha, etc.), please choose "Become a Poudre Pour Partner" button on top of webpage to register. All other sponsors click "Sponsor the Poudre Pour" button.

YES! I would like to sponsor the 3RD ANNUAL POUDRE POUR and support the POUDRE HERITAGE ALLIANCE (EIN # 36-4507550), at the following level:

☐ **HEADWATERS - \$5,000**

☐ **SPARKLING WATER - \$700**

☐ **WATERFALL - \$3,000**

☐ **SPRING WATER - \$350**

☐ **RIVER WATER - \$1,500**

☐ **I CANNOT BE AN EVENT SPONSOR, BUT PLEASE ACCEPT MY DONATION OF: _____**

PAYMENT

1. **PREFERRED** Payment by Check

Complete, copy, and return this form along with a check made payable and mailed to:

Poudre Heritage Alliance, 3745 E. Prospect Rd, Suite 205, Fort Collins, CO 80525

2. **Payment by Credit Card** (MasterCard, VISA, Discover Card or American Express)

Go to poudreheritage.org/poudre-pour or call 970-295-4851.

Company Name (as preferred for recognition) _____

Contact Person & Title _____

Company Address _____

Telephone _____ Email _____

Once your form is received, we will reach out to answer questions and provide further information.

THANK YOU FOR SUPPORTING THE CACHE LA POUDRE RIVER NATIONAL HERITAGE AREA!

Event Contact: Megan Maiolo-Heath, Communications Coordinator
communications@poudreheritage.org • 970-295-4851

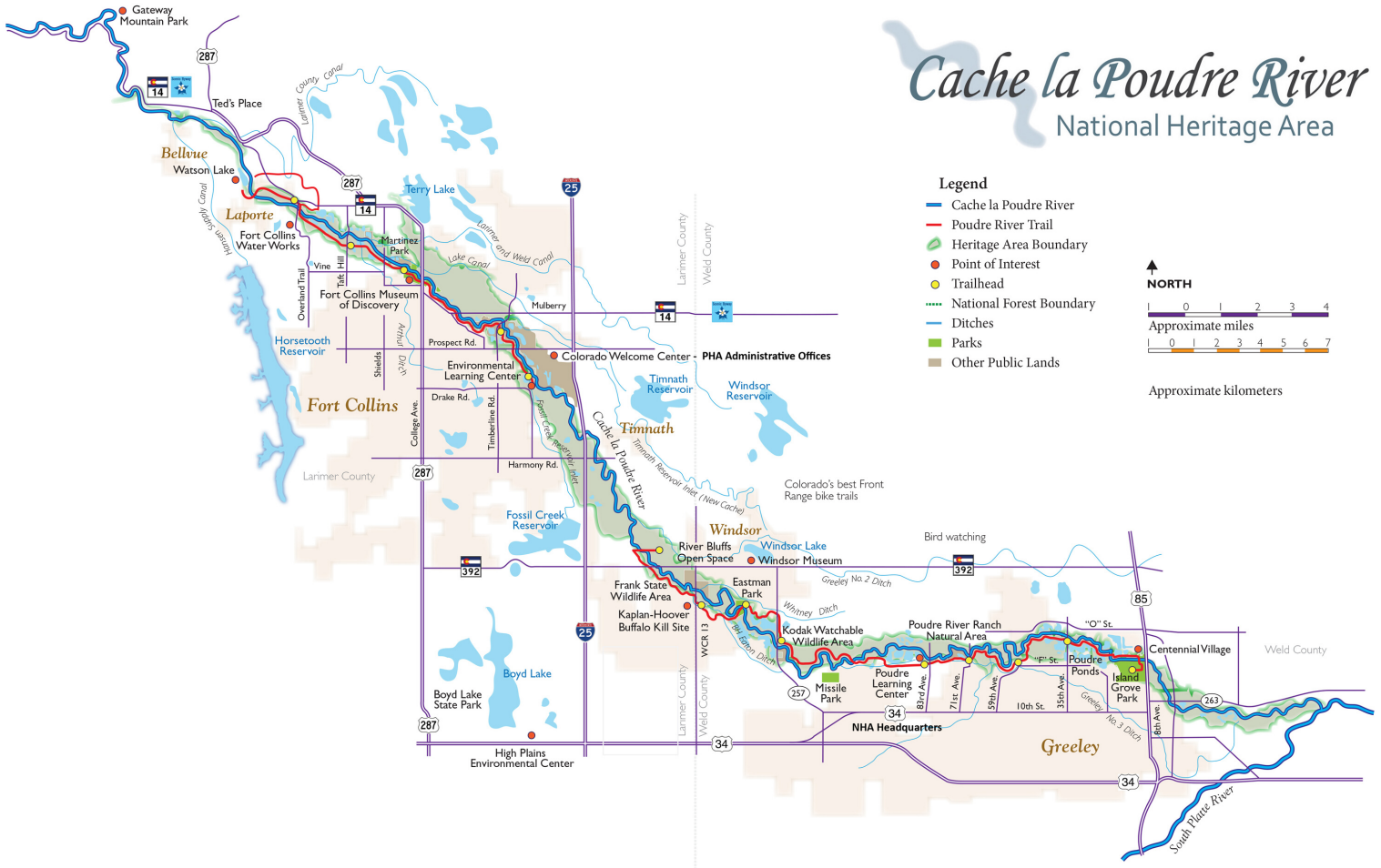
ABOUT THE POUDRE HERITAGE ALLIANCE

MISSION

The Poudre Heritage Alliance serves the Cache la Poudre River National Heritage Area, providing current and future generations the opportunity to understand and celebrate the area by careful planning and facilitation of educational programs and related amenities in collaboration with residents, private sector and government entities.

ABOUT THE CACHE LA POUDRE RIVER NATIONAL HERITAGE AREA (CALA)

The CALA extends for 45 miles and includes the lands within the 100-year flood plain of the Cache la Poudre River. It begins in Larimer County at the eastern edge of the Roosevelt National Forest and ends east of Greeley, ¼ miles west of the confluence with the South Platte. The CALA is designated as a National Heritage Area by the Federal government for its “unique and significant contributions to our national heritage of the cultural and historic lands, waterways and structures within the corridor.”



Learn more at:
POUDREHERITAGE.ORG

**Donations to the Poudre Heritage Alliance
(EIN # 36-4507550) are 100% tax-deductible.**

@poudreheritage

