

4TH ANNUAL

# POUDRE POUR

## SPONSORSHIP PACKET



**SEPTEMBER 25, 2021 • 2-6PM**  
**BOARDWALK PARK, WINDSOR, CO**

# SPONSOR PACKET

## 4TH ANNUAL POUDRE POUR • SATURDAY, SEPTEMBER 25, 2021 2-6PM • BOARDWALK PARK, WINDSOR, CO

The POUDRE HERITAGE ALLIANCE is happy to announce we are hosting the 4th Annual Poudre Pour on Saturday, September 25, 2021 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 event includes an afternoon of FUN and LEARNING with local craft beer and beverage tastings, gourmet paired appetizers inspired by local craft brews, a panel discussion on the importance of National Heritage Areas to our history and culture, fun activities for kids, live music, costumed docents in historic cabins, and more!

## WHY SPONSOR?

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 500-700 attendees.**

Proceeds will benefit the **POUDRE HERITAGE ALLIANCE**, a 501(c)3 nonprofit dedicated to:

- *PROMOTE* historical and cultural opportunities
- *ENGAGE* the public in their river corridor
- *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
- Food, stage or cabin sponsorship opportunities

## 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
- Stage sponsorship opportunity - company banner on stage and announcement at panel discussion

## 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
- Cabin sponsorship opportunities - tabling and logo placement at historic cabin

## SPARKLING WATER - \$700

- Name listing on event website
- Recognition on social media
- Name listing on event sponsor "thank you" board
- Food sponsorship opportunities- logo listed on paired appetizer sign located at brewery tent

## SPRING WATER - \$350

- Name listing on event website
- Name listing on event sponsor "thank
- Activity sponsorship opportunities - logo placement at event activity

**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, July 29th, 2021.**



# REGISTRATION



Thank you for sponsoring the 2021 Poudre Pour! Please complete this form or register your sponsorship online at: **[www.poudreheritage.org/poudre-pour](http://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 4TH 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](http://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: Beth Bullard**, Event Coordinator  
[events@poudreheritage.org](mailto:events@poudreheritage.org) • 970-324-4711



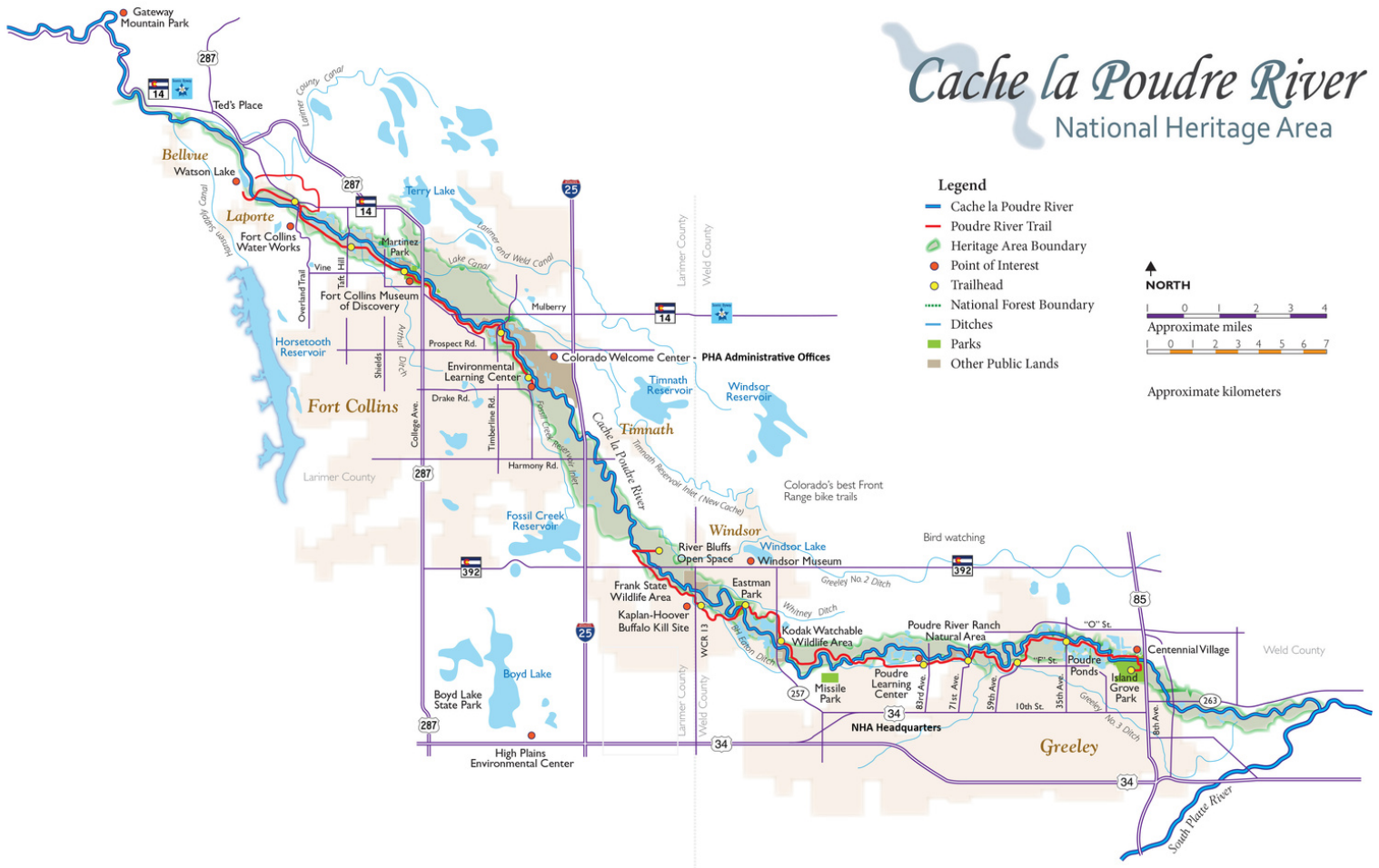
# ABOUT THE POUDRE HERITAGE ALLIANCE

## 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**

