



2023 BREWER PARTNERSHIPS



6th Annual

Poudre Pour

**Saturday, September 30th
1 - 5pm**

**Windsor History Museum
Windsor, Colorado**

**poudreheritage.org
bbullard@poudreheritage.org**

ABOUT

The Poudre Pour is a cultural celebration of the river corridor featuring local craft beer tastings, live music from local bands, food trucks, interactive educational exhibits for all ages, historic building tours, fire engine rides, the Windsor water wagon, and more!

The annual event promotes river education & stewardship and is an economic driver raising awareness of The Cache la Poudre River National Heritage Area, its partners, attractions, and amenities. Proceeds raised are directed to local public benefits projects such as student field trips, historic preservation, interpretive signage, and projects that inclusively tell the stories of all the people of the Poudre.



**2023 LOCAL MUSIC LINE-UP:
ANSEL AND THE BRAIN TATTOOS
AND
WEST SIDE JOE & THE MEN OF SOUL**

"This is a fantastic event! I love that not only is there beer but you can explore the historic buildings and fire museum."

"Great event! The beer tasting was perfect and fun!"

"So enjoyable to spend the afternoon with good friends and tasty beer options"



Your Partnership highlights your commitment to protecting our region's most valuable and beloved resource, the Cache la Poudre River. You will be in front of a diverse audience of environmental champions, beer lovers, music lovers, outdoor enthusiasts, academics, local business owners, students, and families. We anticipate over 400 attendees, and your sponsorship of this event is tax deductible.

To secure your Pour spot, register [here](#).

Promotional benefits:

- **Two tickets to the event (\$100 value)**
- **Linked logo in the digital program, event website, social media, emails, and newsletters leading up to the event.**
- **Your logo will be included in print ads and on posters installed throughout Weld & Larimer counties (you will receive posters to display in your brewery)**
- **If one of your beers wins the 2023 People's Choice Award, your victory will be celebrated in post-event publicity and advertising.**
- **A \$1,500 certificate for your in-kind donation of beer and your time. If the Fair Market Value of the product you served at the festival exceeds this amount, we will happily provide an updated value after the festival.**

To ensure your maximum benefit, we kindly ask that we receive your participation commitment with your logo and insurance certificate by June 30, 2023.

For questions, contact Beth Bullard at bbullard@poudreheritage.org

We will provide the following:

- 4oz aluminum taster cups for beer-tasting guests
- A water jug at your tent for drinking water and rinsing of taster cups
- ID checks & wristbands, and event security
- 2 Event tickets (\$100 value)

What you'll need to participate:

- Bring your 10x10 pop-up tent
- Staff your taster tent with 2 TIPS-trained servers
- Bring a table for your tent (as many as you need)
- Bring enough ice to keep your product at the correct temperature
- Provide a copy of your Certificate of Insurance naming Poudre Heritage Alliance and the Town of Windsor as other insured
- Signage and information about the beers you are serving for your tent
- Enough product to serve a 2-4oz taste of the products for 300 people you plan to serve (We will provide ticket sales updates leading up to the event.)

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