



2024 SPONSORSHIP PACKET

## THE MINTURN MARKET

Hosted by the Town of Minturn, this free, family-friendly market takes place every Saturday, June 22nd to September 7th. The Minturn Market showcases local artisans, crafts, businesses, prepared foods, farmers, and provides an opportunity for Eagle County visitors, residents and business owners to partake in locally produced goods and foods of the region. Anchored in the heart of Historic Downtown Minturn, the market serves as a lively and fun gathering place where people can come together to shop and enjoy the community with neighbors and visitors alike. The market has become the **Local's Favorite**<sup>1</sup> market of Eagle County and proudly appreciates its regular visitors season after season.

## ABOUT THE MINTURN MARKET

Entering its 27th season and the original outdoor market to the Vail Valley, the Minturn Market's mission is to encourage, support, and promote the entrepreneurial efforts of local, independent, and small-scale business owners seeking to sell products directly to the consumer. Inherent in this mission is the enhancement and enrichment of the community and culture in Minturn.

**The Minturn Market is a non-profit. We rely on the generosity of our community to continue operating. Your support goes directly to offsetting operational costs, which cannot be covered by market revenue alone. Operational costs include items such as marketing / advertising, labor, supplies, land lease, event permits, entertainment and activities, and more. These costs continue to rise each year, and therefore our need for donors also continues to increase. Your contribution may be tax deductible. Please let us know if you need a contribution letter for tax purposes.**

## EVENT DETAILS

**Date:** Every Saturday, June 22nd through September 7th, rain or shine!

**Time:** 9:00 AM - 2:00 PM

**Location:** Downtown Minturn, CO 81645

## CUSTOMER PROFILE

- **Estimated Seasonal Attendance:** 25,000  
**Estimated Revenue Generated:** \$1.4M (+/- 20% error level)
- **Overall Visitor Satisfaction:** 4.7 out of 5  
**Average Age of Respondents:** 49
- **Respondents Income over \$100K:** 62%
- **Intent to Return:** 92% or respondents are "very" or "extremely likely" to return in the future
- **Favorite summertime hobbies:** Hiking, mountain biking & kayaking/rafting
- **Lifestyle Categories:** Outdoor enthusiast, Sports enthusiast, and Traveler
- **Minturn Involvement:** 43% planned to shop and/or dine in Minturn
- **Pet Friendly:** 13% of market visitors attended with a dog
- **Visitor Base**
  - **Locals (Primary Residence):** 54%
  - **2nd Homeowners:** 22%
  - **Paid Lodging:** 16%
  - **Timeshare/Other:** 8%

1 2013 & 2014 Vail Daily online poll  
2 Intercept Insight Survey Results 2013 & 2014





## MARKETING

### HIGHLIGHTS

- Recognition in 2 weekly ads in the Vail Daily (32,000 daily readership, 97% pickup rate, 89% second homeowner reach, 87% local resident reach, 56% visitor reach)
- Weekly ads on vaildaily.com
- Recognition in Town of Vail bus ads and Town of Vail parking structure ads
- Weekly radio spots, recognizing sponsors
- Option for possible radio interviews for top-level sponsors
- Over 8,800 visits to the Market's website annually
  - Sponsors listed (with logo and link) on Market website
- Social Media posts with sponsor recognition, Facebook and Instagram
- Seasonal ads in What To Do Vail Valley
- Online recognition via Vail Valley Live
- Recognition during TV8 interviews (Sponsor logos also shown on screen)

### MEDIA PARTNERS

- |                |                      |                   |                       |
|----------------|----------------------|-------------------|-----------------------|
| • Vail Daily   | • Radio Free Minturn | • What to do.info | • Facebook            |
| • Colorado.com | • TV8                | • KZYR            | • VisitVailValley.com |
|                |                      |                   | • Instagram           |

## SPONSOR BENEFITS

**YOUR SPONSORSHIP OF THE MINTURN MARKET WILL ENHANCE YOUR COMPANY'S VISIBILITY WHILE DEMONSTRATING YOUR COMMUNITY SUPPORT AND PARTICIPATION**

- Multi-media advertising will provide your company with a substantial branding campaign. (Approximately \$25,000 is provided via in-kind advertising)
- The virtual media exposure broadens consumer recognition of your company, its products and services.
- Introduces your business to diverse demographics
- Recognition as a community leader dedicated to the amenities of the Minturn Market and Downtown Minturn

## SPONSOR LEVELS

**You or your business can reach the audience of the Minturn Market by becoming an annual sponsor of our market. The various levels of sponsorships are listed below, however any amount is accepted and sponsorships can also be customized. Additionally, if you are interested in a possible tabling opportunity at one of our markets, this can be arranged at most sponsor levels.**

<b>Cultivator:</b> Presenting Sponsor (limit 1)	\$10,000
<b>Sustainer:</b> Title Sponsor (limit 2)	\$5,000
<b>Harvester:</b> Supporting Sponsor	\$2,500
<b>Cropper:</b> Community Sponsor	\$1,000
<b>Sower:</b> Contributing Sponsor	\$500
<b>ADDITIONAL OPPORTUNITIES</b>	
<b>Kids Activities Sponsor</b>	\$1500
<b>Weekend Sponsor</b>	\$1500
<b>Zero Waste Sponsor</b>	\$3500



## SPONSORSHIP PACKAGES

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### CULTIVATOR

#### PRESENTING LEVEL - \$10,000 (LIMIT 1)

- Logo and company name receives top billing on advertising material
- Top billing placement of logo and company name on all event promotional material (may include, but not limited to, posters, programs, brochures, etc.)
- Logo and name featured on event signage
- Top billing of sponsor's logo, name, and link on website
- Top billing of sponsor's logo on all online promotions; including multiple Social Media Outlets, e-blasts, and e-newsletters
- Promotion as the Minturn Market *Presenting Sponsor*.
- Live recognition during select markets (depending on presence of live entertainment component)
- 10x10 promotional booth at all 10 markets

### SUSTAINER

#### TITLE SPONSOR - \$5,000 (LIMIT 2)

- Prominent logo placement on all advertising material
- Prominent logo placement on all event promotional material (may include, but not limited to, posters, programs, brochures, etc.)
- Logo featured on event signage
- Placement of sponsor's logo, name and link on website
- Sponsor's name in all online promotions; including multiple Social Media Outlets, e-blasts, and newsletters
- Promotion as the Minturn Market's *Title Sponsor*
- Live recognition during select markets (depending on presence of live entertainment component)
- Option for a 10x10 promotional booth at all 10 markets, location dependent on availability
- Featured Sponsor Promotions on Social Media
- Option for possible TV8 interviews

### HARVESTER

#### SUPPORTING SPONSOR - \$2,500 (LIMITED AVAILABILITY)

- Logo listed on all advertising material
- Logo listed on all event promotional material (may include, but not limited to, posters, programs, brochures, etc.)
- Logo listed on event signage
- Clickable logo on website
- Recognition on radio ads
- Featured Sponsor Promotions on Social Media



## SPONSORSHIP PACKAGES CONTINUED

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### CROPPER

#### COMMUNITY SPONSOR - \$1,000

- Logo listed on event promotional material (may include, but not limited to; posters, programs, brochures, etc.), as well as event signage
- Logo listed on all advertising material, AND Clickable logo on website
- Featured Sponsor Promotions on Social Media, Recognition on radio ads

### SOWER

#### CONTRIBUTING SPONSOR - \$500

- Logo listed on all advertising material, AND Clickable logo on website
- Logo included on event signage
- Featured Sponsor Promotions on Social Media, Recognition on radio ads

#### KIDS ACTIVITIES SPONSOR - \$1500 (LIMIT 3)

- Weekly presence at the Minturn Market Kids Activity Zone
- Banner placement at Kids Activity Zone
- Clickable Logo on website homepage with link to company page
- Logo listed on all advertising material
- Featured Sponsor Promotions on Social Media

#### WEEKEND SPONSOR - \$1500 (LIMIT 1 PER WEEKEND)

- Weekend themed around sponsor's chosen focus
- Logo placement in Vail Daily Advertisement weekend of sponsorship
- Banner on website home page for one week leading up to sponsored weekend
- One 10x10 booth location for weekend of sponsorship
- Online recognition via Vail Valley Live

#### ZERO WASTE SPONSOR - \$3500 (LIMIT 1)

- Logo placement at zero waste locations throughout market
- Logo on website homepage with link to company page
- Logo / name listed on all advertising and promotional material, Highlighted / Featured separate from other sponsors
- Featured mentions on radio spots, as Zero Waste sponsor
- Featured Sponsor Promotions on Social Media
- Weekly radio spots, recognizing sponsors (separate mentions of Zero Waste sponsor)
- Option for possible radio interviews for sponsors
- Option for possible TV8 interviews

*For more information about the Minturn Market and other Minturn events, contact  
Town of Minturn, 970-827-5645 x5 or [events@minturn.org](mailto:events@minturn.org).*

*To become a sponsor, fill out and submit the form on the nextpage. Or contact the  
Minturn offices at [events@minturn.org](mailto:events@minturn.org).*



# MINTURN MARKET

## SPONSORSHIP APPLICATION AND INFORMATION PAGE

### CONTACT INFORMATION

Business Name	
Name/Title	
Address / City / State / Zip	
Phone Number	
Email Address	
Business URL	
Facebook	
Twitter	
Instagram	
Other Social Media	
Promotional Description of your Business (may include as attachment)	

### SPONSORSHIP COMMITMENT

- |                                                             |                                                        |
|-------------------------------------------------------------|--------------------------------------------------------|
| <input type="checkbox"/> Cultivator (Presenting) - \$10,000 | <input type="checkbox"/> Sustainer (Title) - \$5,000   |
| <input type="checkbox"/> Harvester (Supporting) - \$2,500   | <input type="checkbox"/> Cropper (Community) - \$1,000 |
| <input type="checkbox"/> Sower (Contributing) - \$500       | <input type="checkbox"/> Other - \$_____               |

### AGREEMENT & SIGNATURE

**AGREEMENT:** The Minturn Market is a not-for-profit organization engaged in raising money to promote and protect the market and its surrounding businesses in Minturn, CO, through public service support and advocacy, and providing artists, businesses and entertainment venues and residents a space to prosper as a community. Your Company is a company whose services are lawfully marketed in the State of Colorado.

**I: PERIOD OF THIS AGREEMENT:** This agreement covers a sponsorship by Your Company in conjunction with the Minturn Market, held by the Town of Minturn. the event will take place every Saturday, June 20 to Sept 5 from 9:00 AM to 2:00 PM. This agreement covers on-site benefits through this package and shall take place during the specified dates and times listed herein.

**II: TERMS OF THIS AGREEMENT:** There will be no refund in the case of inclement weather, acts of nature, acts of terrorism, forfeiture, or by restrictions by government agencies to amend or cancel the event, over which the Minturn Market has no control.

**III: THE MINTURN MARKET WILL PROVIDE YOUR COMPANY WITH THE FOLLOWING:** Details indicated in sponsorship package description.

**IV: YOUR COMPANY WILL PROVIDE THE MINTURN MARKET WITH THE FOLLOWING:** Completed Sponsorship application & Informational page; high resolution logo for use in print and online promotional materials; and payment of sponsorship amount, due four weeks from the date this agreement is signed.

**V: PAYMENT:** Please mail payments to the Minturn Market, PO Box 309, Minturn, CO 81645

Sponsor Signature / Date:

Minturn Market Signature / Date:

Payment Enclosed:



**MINTURN MARKET  
FINAL SPONSORSHIP APPLICATION CHECKLIST**

**TO RECEIVE YOUR SPONSOR BENEFITS YOU MUST INCLUDE THE FOLLOWING:**

- ☐ Payment: \$: \_\_\_\_\_
- ☐ High Resolution Logo
- ☐ COMPLETED Information Section
- ☐ Promotional Description of Your Business
- ☐ Website & Social Media URLs
- ☐ Your Signature

**Please mail completed applications to:**

Minturn Market  
Attn:Market Manager  
301 Boulder St. # 309  
Minturn, CO 81645

**Or email to:**

market@minturn.org, or  
events@minturn.org



**THANK YOU FOR SUPPORTING THE MINTURN MARKET!**

