

SPONSOR PACKET

2ND ANNUAL POUDDRE POUR • Saturday, March 30, 2019
Carnegie Center for Creativity • 12-4 pm



The **POUDRE HERITAGE ALLIANCE** is happy to announce we are hosting the **2nd Annual Poudre Pour** on **Saturday, March 30, 2019 at the Carnegie Center for Creativity from 12-4 pm.**

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 is not a typical brewfest! It includes an afternoon of FUN and LEARNING with craft brew tasting stations; appetizers made with farm fresh ingredients; presentations on the many facets of “water issues” in Northern Colorado; kids activities; live entertainment; art exhibitions highlighting the beauty of the Poudre River corridor; and a silent auction featuring trips, treats, tickets and more!

Why Sponsor?

A sponsorship offers your organization a chance to showcase its community leadership in conserving the water quality of the Poudre River. **We anticipate 500-600 attendees.**

Proceeds will benefit the **POUDRE HERITAGE ALLIANCE (501c3)**, working to PROMOTE a variety of historical and cultural opportunities, ENGAGE people in their river corridor and INSPIRE learning, preservation, and stewardship.

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.

SPONSOR BENEFITS are outlined on the following pages. Benefits include various promotional and outreach opportunities, complimentary passes, and opportunities to host educational components of the program. Please note that sponsorship benefits are subject to early deadlines.

About the Poudre Heritage Alliance

The Cache la Poudre River National Heritage Area (CALA) is one of 49 cultural and natural landscapes that have been set aside by Congress as irreplaceable sources of life and inspiration.

The Poudre Heritage Alliance (PHA) is the 501(c)3 nonprofit managing entity of the CALA. Since 2003 the PHA has worked to connect people to their river heritage and build a deeper understanding of the Poudre River’s national significance related to water law and management.



development@poudreheritage.org • 970.295.4851 • poudreheritage.org

SPONSOR LEVELS



HEADWATERS - \$5,000

- **Host Activity - Water Speakers/Panel**
- **Name recognition in print/radio ads**
- **Name recognition on public event calendars**
- **Primary banner/sign placement at event**
(company-produced, subject to approval and space limitations)
- **Logo on event website** with live link
- Recognition in one PHA newsletter
- Recognition on event social media
- Company brochure/giveaway in swag bag (company-produced)
- Logo in event program
- Logo on event sponsor "thank you" board
- 10 each - commemorative tasting cups, CALA swag bags and tickets to the Poudre Pour

WATERFALL - \$3,000

- **Host Activity - Youth Crafts**
- **Small banner/sign placement at event**
(company-produced)
- **Logo on event website** with live link
- Recognition in one PHA newsletter
- Recognition on event social media
- Company brochure/giveaway in swag bag (company-produced)
- Logo in event program
- Logo on event sponsor "thank you" board
- 8 each - commemorative tasting cups, CALA swag bags and tickets to the Poudre Pour

RIVER WATER - \$1,500

- **Host Activity - Art Exhibition**
- **Logo on event website** with live link
- Recognition in one PHA newsletter
- Recognition on event social media
- Company brochure/giveaway in swag bag (company-produced)
- Name listing in event program
- Name listing on event sponsor "thank you" board
- 6 each - commemorative tasting cups, CALA swag bags and tickets to the Poudre Pour

SPARKLING WATER - \$700

- **Host Activity - Historic, Costumed Docents**
- Name listing on event website
- Recognition on event social media
- Company brochure/giveaway in swag bag (company-produced)
- Name listing on event sponsor "thank you" board
- 4 each - commemorative tasting cups, CALA swag bags and tickets to the Poudre Pour

SPRING WATER - \$350

- **Host Activity - Water Trivia Game**
- Name listing on event website
- Name listing on event sponsor "thank you" board
- 2 each - commemorative tasting cups, CALA swag bags and tickets to the Poudre Pour

Limited availability, based on first-come, first-served basis, for Sponsors at \$700 level and above to host interactive/education station at the Poudre Pour. Please contact us to discuss possibilities.

THANK YOU FOR YOUR SUPPORT!

We ask for your commitment no later than
Thursday, February 28, 2019.

REGISTRATION

YES! I would like to sponsor the 2ND ANNUAL POUDDRE POUR and the ongoing support of the POUDDRE HERITAGE ALLIANCE (501c3) (EIN # 36-4507550), at the following level:



☐ **HEADWATERS** \$5,000

☐ **WATERFALL** \$3,000

☐ **RIVER WATER** \$1,500

☐ **SPARKLING WATER** \$700

☐ **SPRING WATER** \$350

☐ I cannot be an Event Sponsor, but please accept my donation of:

Two payment methods are available:

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-sponsor/ or call **970-295-4851**.

Company/Organization Information

Company Name (as preferred for recognition)

Contact Person _____ Title _____

Company Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

Email Address _____

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!



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