

E X P E R I E N C E
EL DORADO



August 21, 2024

Community partners, businesses, and organizations,

Experience El Dorado invites you to partner as a sponsor for **Gold Fest 2024!** The annual fall festival is quickly becoming a tradition that unites our community and attracts visitors.

This year's Block Party has a new location at BG Products Veterans Sports Complex due to infrastructure upgrades and road construction downtown. We're expecting higher attendance because Butler Community College Grizzly football plays in the afternoon and most festival events are free – including the **Smash Mouth concert!** Check out the full line-up of events on the attached map and at experienceeldo.com.

Gold Fest is an excellent opportunity to support the community and **get your name in front of thousands!** Each sponsorship level includes a booth at the Block Party, helping you build stronger relationships. Other sponsor perks include naming rights, social media shoutouts, your logo on event marketing, reserved parking at the stadium, and much more! See the attached packet for details.

Thank you for considering this exciting partnership opportunity. Your support makes this popular community event a success!

A handwritten signature in blue ink that reads 'Kate'.

Kate Bosserman
Marketing Specialist,
Experience El Dorado



2024 SPONSORSHIP PACKAGES

OPPORTUNITIES

Experience El Dorado invites you to partner as a sponsor for Gold Fest 2024. The annual fall festival is quickly becoming a tradition that unites our community and attracts visitors. Gold Fest is an excellent opportunity to support the community and get your name in front of thousands. Thank you!

	Presenting \$20,000	El Dorado \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$1,500	Supporting \$500	In-Kind/ Event Partner
Logo on experienceeldo.com	x	x	x	x	x	x	x
Logo on sponsor sandwich board	x	x	x	x	x	x	x
Logo on LED displays	x	x	x	x	x	x	x
Logo on staff/volunteer t-shirts	x	x	x	x	x		
Logo on map	x	x	x	x			
Logo on poster	x	x	x				
Logo on all supplemental materials	x						
Logo on paid digital ads	x						
Name on paid radio ads	x						
Booth in prime location	x	x	x				
Booth				x	x	x	x
Dedicated social media post	x	x	x	x			
Sponsor appreciation social media post	x	x	x	x	x	x	x
Naming stage	x						
Naming tier 1 event or activity		x					
Naming tier 2 event or activity			x				
Naming tier 3 event or activity				x			
Introduce artists	x						
Artists meet & greet*	10	6	6	4			
Food vendor tokens (\$10 value)	10	6	6	4			
VIP parking spots	4	2	2	2	1		
Football game tickets	10	6	6	4	2		

SPONSORSHIP COMMITMENT

- Return the attached sponsorship form to events@eldoks.com.
- You will receive an invoice in October.

LOGO FILES

- Please email full-color and one-color versions to events@eldoks.com.
- EPS files are best, but high-resolution JPG or PNG files work as well.
- Logos are due by August 30 to be included on event marketing materials.



Presented by

**Sponsor Logo
Here**



**SAMPLE POSTER
DESIGN**

Headliner:

Smash Mouth

With Special Guests:

Shaylen & Chase Holton

**Kids' Activities | Artisan Market | Food Trucks
Contests | Rock Climbing Wall | And More!**

**Sponsor Logo
Here**



**Sponsor Logo
Here**

**For more information
about the event, scan here**



Public parking and shuttles available at Butler Community College

Public and shuttle drop-off and pick up

Grizzly Football Pep Tunnel

Adventure Zone

Walters' Pumpkin Patch Kids Zone

Artisan Market

BLOCK PARTY

SATURDAY, SEPT. 28, 2024
 BG Products Veterans Sports Complex
 400 S. Haverhill Rd., El Dorado KS

- 11 a.m. - 11 p.m. Food Court
- 11 a.m. - 8 p.m. Artisan Market
- 11 a.m. - 8 p.m. Walters' Pumpkin Patch Kids Zone
- 11 a.m. - 8 p.m. Adventure Zone
- 12:30 p.m. Grizzly Football Pep Tunnel
- 1:30 p.m. Grizzly Football vs. Snow College
- 4 p.m. - 11 p.m. Bar Vendors
- Ongoing Contests
- 5:30 p.m. Chase Holton
- 6:30 p.m. Shaylen
- 8 p.m. Smash Mouth



EXPERIENCEELDO.COM



2024 SPONSORSHIP FORM

SPONSOR INFORMATION

Organization Name: _____

Name for recognition (if different than organization name): _____

Contact Name: _____

Address: _____

Email: _____

Phone: _____

Website: _____

SPONSORSHIP LEVEL

- Presenting Sponsor | \$20,000
- El Dorado Sponsor | \$10,000
- Gold Sponsor | \$5,000
- Silver Sponsor | \$2,500
- Bronze Sponsor | \$1,500
- Supporting Sponsor | \$500
- In-Kind/Event Sponsor: _____

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THANK YOU FOR SPONSORING GOLD FEST!