



Please join us for the
47th Annual Wheat Ridge Carnation Festival

Dates: August 12-14, 2016

Location: Anderson Park, 4355 Field Street, Wheat Ridge, CO

Featuring the Jackalope Arts & Craft Fair August 12th & 13th

Featuring the Zoppe' Italian Family Circus with a Special Engagement August 12th thru 14th

Featuring the Automezzi XXVI Italian Exotic Car Show on August 14th

Target Audience: Local and Front-Range Families

Attendance: 25,000+

SEE THE 2015 FESTIVAL ON YouTube! VISIT THIS LINK: <https://youtu.be/GL89adqRm38>
Or search Wheat Ridge Top of the Hour 2015 Carnation Festival – Check it out to learn more!

Description and history of event:

The Wheat Ridge Carnation Festival began in 1969 when the city of Wheat Ridge was first born. It is one of the oldest and longest running festivals in the state of Colorado. The name of the festival honors the slogan “Carnation Capital of the World” that was given to the area long ago when Wheat Ridge and the surrounding area actually numbered 32 different growers at one time! During the 1960’s, a bouquet of fresh carnations was delivered to the White House every Monday morning and displayed in the front foyer with a card stating: “**With compliments to our nation’s capital, Wheat Ridge, Colorado, Carnation City.**”

The Carnation Festival continues to celebrate the city’s heritage and bring the community together each year in August for an annual end of summer celebration. As it enters it’s 47th year, the Carnation Festival will be re-energized with several new elements that create even more “festival fun” for attendees. The Carnation Festival, Inc. is a registered 501c3 non-profit, volunteer organization with the sole purpose of producing the Annual Wheat Ridge Carnation Festival for the benefit of the community and numerous non-profit groups in Wheat Ridge, CO.

Special Features:

The two+ day annual festival features ongoing live music on the main stage, a large beer garden and expanded food court with specialty food vendors and craft brewers and wines. The Kids Fun Zone has been expanded to include even more full size carnival rides, midway games and yummy carnival concessions including the famous funnel cake! Also featured is a vintage circus, fine art show, the famous spaghetti dinner (on both nights), a chili cook-off, community softball game, craft and artisan exhibits, the Automezzi Italian Exotic Car Show and two nights of fireworks. NEW in 2016 is the Jackalope Arts & Craft Fair with 200 artisan vendors!



Main Attractions: FIREWORKS + THREE Featured Events Showcased in the Main Event!

One of the favorite attractions of the Carnation Festival is two nights of **Spectacular Fireworks** and adding to the draw is the **Zoppe' Italian Family Circus**, which joined the Wheat Ridge Carnation Festival in 2012. This vintage circus has grown in popularity each year. One of the last one-ring traveling circuses left in the U.S., the Zoppe's bring their enchanting exhibition of old world European circus to Wheat Ridge as the festival's main attraction. The Zoppe' family entertains audiences in the same grand tradition as their ancestors did over 160 years ago.

The special engagement of the Zoppe' Circus extends into Sunday and includes the **Automezzi XXVI Italian Exotic Car Show, A Celebration of Italian Motoring**, which draws car enthusiasts from the entire Front Range. Over 150 Italian automobiles and motorcycles will be on display. Donations received at the Automezzi benefit the Juvenile Diabetes Research Foundation.

WE ARE THRILLED TO ANNOUNCE A NEW ATTRACTION FOR 2016: Jackalope Arts & Craft Fair began in 2015 as a handmade arts & crafts fair with high quality vendors from across the country. The semi-annual event takes place in Colorado, California and Arizona. The founders of Jackalope Arts are passionate about creating a "community meets artisan" event focused on the experience of meeting the maker and bringing the local community together. They will join the Carnation Festival in 2016 bringing 200 new and unique artisan vendors to the Jackalope Arts & Craft Village located on the soccer field.

For more info on the Zoppe' Circus, Automezzi, or Jackalope Arts & Craft Fair visit these websites:



www.jackalopeartfair.com



www.zoppecolorado.com



www.automezzi-colorado.com

For more information on all Carnation Festival happenings visit www.thecarnationfestival.com

www.thecarnationfestival.com
gina@getconnectedevents.com
 303.726.6111

SPONSORSHIPS AVAILABLE:

The sponsorship opportunities for the Wheat Ridge Carnation Festival are numerous and offer every sponsor a beneficial partnership within their budget and marketing goals. The benefits of sponsoring are as numerous as the categories and activation can be customized to fit your goals. Please review the sponsorships available and contact us for more information on the specific benefits included or to sign-up. If you don't see the perfect fit, we can customize a sponsorship, so just ask! Thank you for your interest in the 47th Annual Wheat Ridge Carnation Festival and for considering sponsorship.

**WHEAT RIDGE CARNATION FESTIVAL SPONSOR OPPORTUNITIES AND BENEFITS:**

The sponsor benefits are based on the level of support and investment. We appreciate all our sponsors and although cash sponsorships receive the benefits listed here we also value in-kind donations and budget-relieving support and will recognize those sponsorships and provide benefits accordingly. Contact us for all the details of your specific sponsorship.

BANNER SPONSOR – \$250

- Banner placement in the festival entrance corridor – 1 banner (sponsor to provide banner no larger than 3' x 5' in size).

SUPPORTING SPONSOR – \$500

Choose one of these categories: Spaghetti Dinner, Chili Cook-off, Parade Patron, Shuttle Bus

- Banner placement in the location or element you are sponsoring – 1 banner
- Recognition on-site at the event element you are sponsoring (if applicable)
- Listing in the Festival Program and on the Carnation Festival website
- Other benefits may be included specific to the category

ASSOCIATE SPONSOR - \$1,500

Choose one of these categories: Bounce Back Coupon on All Circus Tickets, Seniors Circus Night, Midway Premier Vendor, Friend of Zoppe'

- Banner placement on festival grounds – 1 banner
- Listing in the Festival Program
- Logo on the Carnation Festival website
- Recognition and public thank you on-site at the event element you are sponsoring
- Premium booth space on midway – 10 x 10
- Other benefits may be included specific to the category

OFFICIAL SPONSOR - \$2,500

Choose one of these categories: Zoppe' Circus, Main Beer Garden, Parade

- Banner placement on festival grounds – 2 banners
- Logo in the Festival Program
- Logo on the Carnation Festival website
- Recognition and public thank you on-site at the event element you are sponsoring
- Choice of 6 VIP tickets OR 12 General Admission Tickets to the Zoppe' Circus
- Premium booth space on midway – up to 10 x 20
- Other benefits may be included specific to the category



PREMIER SPONSOR - \$5,000

Choose one of these categories: Fireworks, Main Stage Music, Midway, Zoppe' Circus, KidsZone, Presenter of Parade

- Banner placement on festival grounds – 3 banners
- Logo and recognition in the Festival Program
- Logo and link to your website on the Carnation Festival website
- Logo on all print ads and bus shelter ads
- Recognition and public thank you on-site at the event element you are sponsoring
- Featured editorial in pre-event coverage
- 15 VIP tickets or 30 General Admission Tickets to the Zoppe' Circus
- Premium booth space on midway or special prominent festival location – up to 10 x 20
- Opportunity to distribute collateral/swag or samples
- Other benefits may be included specific to the category

PRESENTING SPONSOR - \$10,000

Choose one of these categories: Zoppe' Circus or Fireworks (both nights)

- Exclusivity in your business category
- Banner placement on festival grounds – 4 banners
- Logo and recognition in the Festival Program
- Logo and link to your website on the Carnation Festival website
- Prominent logo on all print ads and bus shelter ads
- Logo on both of the 38th Avenue Street Banners
- Recognition and public thank you on-site at the event element you are sponsoring
- Recognition and public thank you from the main stage on both nights
- Featured editorial in pre-event coverage
- 25 VIP tickets or 50 General Admission Tickets to the Zoppe' Circus
- 100 "Festival Fun" tickets to spend on food, beverage or kids activities
- Meet and Greet with Artists, Zoppe' souvenirs and photo
- Premium Booth space at the festival in special prominent location
- Opportunity to distribute collateral/swag or samples
- Other benefits may be included specific to the category

AUTOMEZZI XXVI ITALIAN EXOTIC CAR SHOW SUNDAY, AUGUST 14, 2016

Celebrating 26 years of Italian motoring! Over 150 Italian Exotics on display. Net proceeds from the Automezzi benefit JDRF (Juvenile Diabetes Research Foundation).



- Several Sponsorship Opportunities Available
Call Gina Hallisey at 303-726-6111 for details

www.thecarnationfestival.com
gina@getconnectedevents.com
303.726.6111



EVENT SPONSORSHIP COMMITMENT FORM

Sponsor Name (as you wish it to be listed) _____

Contact Person _____ Title _____

Mailing Address _____

Cell Phone # _____ Fax # _____ **TODAY'S DATE** _____
City State Zip

Email _____ Website _____

In exchange for the benefits received as listed on the attached Wheat Ridge Carnation Festival Sponsor Info Sheet for the category chosen below, I/we pledge to support the Wheat Ridge Carnation Festival as follows:

PRESENTING SPONSOR: please list the category and amount
Category _____ Amount of Sponsorship: \$ 10,000

PREMIER SPONSOR: please list the category and amount
Category _____ Amount of Sponsorship: \$ 5,000

OFFICIAL SPONSOR: please list the category
Category _____ Amount of Sponsorship: \$ 2,500

ASSOCIATE SPONSOR: please list the category
Category _____ Amount of Sponsorship: \$ 1,500

SUPPORTING SPONSOR: please list the category
Category _____ Amount of Sponsorship: \$ 500

BANNER SPONSOR: Amount of Sponsorship \$250

IN-KIND SPONSOR OF ITEM OR SERVICE: _____ Value: \$ _____

Authorized Signature: _____ Printed Name: _____

Please list the contact person for banner(s), other items *and* to coordinate receiving your sponsor benefits:

Name: _____ Phone: _____ Email: _____

Thank you for your support! Please email pledge form to Gina Hallisey or mail to: Wheat Ridge Carnation Festival, P. O. Box 1511, Wheat Ridge CO 80034 and you will be invoiced for your tax deductible sponsorship. For more information or to customize a sponsorship contact Gina Hallisey at Get Connected Events, 303.726.6111, gina@getconnectedevents.com or Festival Chair Joey DeMott at 303-929-4608, jdemott4@gmail.com. Festival Dates: Fri, Aug. 12 and Sat, Aug. 13, 2016 Zoppe' Circus Dates: Aug. 12-14, 2016, Automezzi Date: Sun, Aug. 14, 2016 ****PLEASE NOTE: All sponsorships are sold on a first come basis and paid in full prior to event date. THANK YOU!**

For more info: www.thecarnationfestival.com OFFICE USE: DATE RECEIVED _____ INVOICED _____ PAID _____

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