

*Downtown Castle Rock*

**2024**

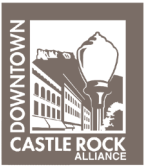
**Event Sponsorship & Small  
Business Booth Opportunities**

*The Mission:*

The Downtown Merchants Association hosts free and family-oriented events in an effort to create and maintain a vibrant Downtown and provide Castle Rock residents and visitors with opportunities for quality entertainment.

**Register Today!**

 @DOWNTOWNCASTLEROCK |  @DTCASTLEROCK



# 2024 Downtown Events



MAY 18TH  
**Spring Kickoff Concert**  
5:00 PM - 10:00 PM | Festival Park



WEDNESDAYS IN JUNE, JULY & AUGUST  
**Jazz in the Park**  
6:30 PM - 8:00 PM | Festival Park



JUNE 1ST  
**Movie in the Park**  
5:00 PM - 10:00 PM | Festival Park



JUNE 14TH  
**Car Show Street Party & Concert**  
6:00 PM - 9:00 PM | Wilcox Square



JUNE 15TH  
**Classic Rock Cruise-In Car Show**  
10:00 AM - 3:00 PM | Wilcox Square



JULY 27TH  
**Boots & Brews**  
11:00 AM - 4:00 PM | Festival Park



SEPTEMBER 21ST  
**Oktoberfest**  
1:00 PM - 9:00 PM | Wilcox Square



OCTOBER 6TH - 12TH  
**Restaurant Week**  
Downtown Castle Rock Participating Restaurants



OCTOBER 25TH  
**Fangtastic Festival**  
12:00 PM - 3:00 PM | Festival Park



NOVEMBER 29TH - DECEMBER 29TH (WED. - SUN.)  
**Carriage Rides**  
4:30 PM - 8:30 PM Weekdays, 5:00 PM - 8:00 PM Weekends  
Downtown Castle Rock



SUMMER: WEDNESDAYS IN JUNE, JULY AND AUGUST  
WINTER: MONDAYS & TUESDAYS FROM NOV. 25TH TO DEC. 30TH  
**Trolley Rides, Summer & Winter**  
Summer: 6:00 PM - 8:00 PM | Winter: 5:00 PM - 7:00 PM

For more information, please email [events@downtowncastlerock.com](mailto:events@downtowncastlerock.com).





# Demographics & Bundle Sponsorship Opportunities

## Downtown Castle Rock Event Attendance

<b>100</b> PER SESSION	MUSIC IN THE PARK
<b>800</b>	FANGTASTIC FESTIVAL
<b>1,500</b>	MOVIE IN THE PARK
<b>3,000</b>	SPRING KICKOFF CONCERT
<b>3,250</b>	BOOTS & BREWS
<b>12,000</b>	CRUISE-IN CAR SHOW WEEKEND
<b>12,500</b>	OKTOBERFEST

**Interested in bundling sponsorship opportunities for the 2024 Event Season?**

Contact us at [events@downtowncastlerock.com](mailto:events@downtowncastlerock.com).

\*See Pages 4 and beyond for benefits

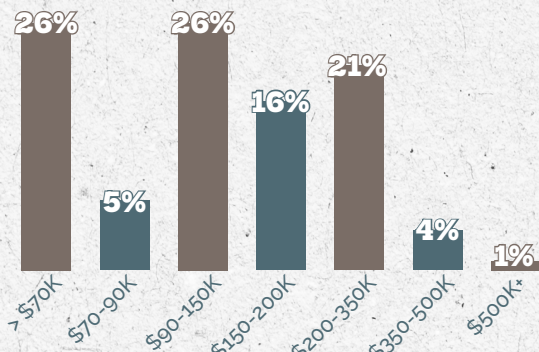
77% of Downtown Castle Rock event attendees indicated that they are more likely to purchase from/visit a business that sponsors our events.



### Attendee home ownership:



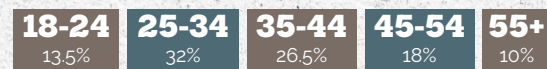
### Attendee income data:



**(A high percentage of high earners!)**



### Age demographics:



**9TH** wealthiest county in the nation (US Census)

**DOUGLAS COUNTY**

Our Population: **85,000** (+2 families per day!)



# Spring Kickoff Concert

**Date:** May 18, 2024 | **Time:** 5:00 PM - 10:00 PM  
**Location:** Festival Park

The official kickoff to the 2024 Downtown Castle Rock event season! Locals and visitors gather each year in Festival Park to enjoy live bands, food trucks, local breweries, face painters and vendor booths.



## Sponsorship Level

**Title Sponsor**  
**\$4,500**  
 (+\$275 for industry exclusivity)  
 Sponsorships Available: 1

**SOLD**

**Stage Sponsor**  
**\$3,000**  
 (+\$275 for industry exclusivity)  
 Sponsorships Available: 1  
**One remaining**

**Family Entertainment Sponsor**  
**\$1,750**  
 (+\$275 for industry exclusivity)  
 Sponsorships Available: 3

**Premium Booth Sponsor**  
**\$1,250**  
 Sponsorships Available: 3

## Benefits

- Logo on event poster & website
- Logo on main stage & event signage
- Logo on on-site signage
- Logo and named on social media post
- Included on one social media story
- 10'x10' booth
- Prime booth location
- 5-minute presentation at event
- Verbal recognition at event

- Name on event poster & website
- Logo on main stage
- Named on social media post
- Included on one social media story
- 10'x10' booth
- Prime booth location
- 2-minute presentation at event
- Verbal recognition at event

- Name on event poster & website
- Logo/Signage next to family entertainment (balloon twister, face painter, etc.)
- Named on social media post
- Verbal recognition at event
- 10'x10' booth
- Prime booth location

- Name on event poster & website
- Mentioned and tagged on one social post
- 10'x10' booth
- Prime booth location

**For information on small business 10'x10' booth pricing, visit page 14.**  
**For a larger booth or activation, email: [events@downtowncastlerock.com](mailto:events@downtowncastlerock.com).**



# Jazz in the Park

**Date:** Wednesdays in June, July & August  
**Time:** 6:30 PM - 8:00 PM | **Location:** Festival Park

Each Wednesday in June, July and August, local musicians gather in Festival Park to entertain locals and visitors in Downtown Castle Rock.



## Sponsorship Level

**Title Sponsor**  
**\$3,780**  
Sponsorships Available: 1

**SOLD**

**Entertainment Sponsor**  
**\$2,700**

Sponsorships Available: ~~2~~  
**One remaining**

## Benefits

- Logo on event poster & website
- Logo on event signage
- Logo and named on social media post
- Included in multiple social media stories throughout June, July & August
- 10'x10' booth
- Prime booth location
- 5-minute presentation at event
- Verbal recognition at event

- Name on event poster & website
- On-site signage
- Named on social media post
- 10'x10' booth
- Prime booth location
- 2-minute presentation at event
- Verbal recognition

**For information on small business 10'x10' booth pricing, visit page 14.**  
**For a larger booth or activation, email: [events@downtowncastlerock.com](mailto:events@downtowncastlerock.com).**



# Movie in the Park

**Date:** June 1st | **Time:** 5:00 PM - 10:00 PM  
**Location:** Festival Park

A family-friendly movie projected on the big screen in Festival Park. Festivities begin at 5:00 PM with the featured movie of the night to start at dusk, around 8:30 PM. We encourage attendees to arrive early, bring a blanket and enjoy the great environment in the park, balloon artists, face painters, food trucks, local breweries and vendor booths.



## Sponsorship Level

**Title Sponsor**  
**\$3,750**  
 (+\$150 for industry exclusivity)  
 Sponsorships Available: 1

**SOLD**

**Stage Sponsor**  
**\$2,200**  
 (+\$150 for industry exclusivity)  
 Sponsorships Available: 2  
**Two remaining**

**Family Entertainment Sponsor**  
**\$1,500**  
 (+\$150 for industry exclusivity)  
 Sponsorships Available: 3

**Premium Booth Sponsor**  
**\$600**  
 Sponsorships Available: 3

## Benefits

- Logo on event poster & website
- Logo on main stage & event signage
- Logo on on-site signage
- Logo and named on social media post
- Included on one social media story
- 10'x10' booth
- Prime booth location
- 3 advertisements/commercials pre-show
- Verbal recognition at event

- Name on event poster & website
- Logo on main stage
- Named on social media post
- Included on one social media story
- 10'x10' booth
- Prime booth location
- 2 advertisements/commercials pre-show
- Verbal recognition at event

- Name on event poster & website
- Named on social media post
- Logo/signage next to family entertainment (balloon twister, face painter, etc.)
- Verbal recognition at event
- 10'x10' booth
- Prime booth location

- Name on event poster & website
- Mentioned and tagged on one social post
- 10'x10' booth
- Prime booth location

**For information on small business 10'x10' booth pricing, visit page 14.**  
**For a larger booth or activation, email: [events@downtowncastlerock.com](mailto:events@downtowncastlerock.com).**



# Cruise-In Car Show Weekend

**Date:** June 14th & 15th | **Time:** 6:00 PM - 9:00 PM (14th) & 10:00 AM - 3:00 PM (15th) | **Location:** Wilcox Square

Kicking off the weekend with a Friday evening free concert, participants can check out over 50 cars on display from the Vintage Car Club of Castle Rock. By 10:00 AM on Saturday the streets of historic Downtown are shut down and turned into a showplace for over 325 cars, trucks and specialty vehicles. The Cruise-In Car Show Weekend has something for everyone - cars, live bands, food trucks, local shops and restaurants, free attractions for the kids, and a variety of vendor booths.



## Sponsorship Level

**Title Sponsor**  
**Friday & Saturday**  
**\$7,500**  
 (+\$550 for industry exclusivity)  
 Sponsorships Available: 1

**Stage Sponsor**  
**Friday & Saturday**  
**\$4,300**  
 (+\$550 for industry exclusivity)  
 Sponsorships Available: 3

**Family Entertainment Sponsor**  
**Friday & Saturday**  
**\$3,200**  
 (+\$550 for industry exclusivity)  
 Sponsorships Available: 2  
**Two remaining**

**Premium Booth Sponsor**  
**Friday & Saturday**  
**\$1,500**  
 Sponsorships Available: 6

## Benefits

- Logo on event poster & website
- Logo on main stage & event signage
- Logo on on-site signage
- Logo and named on social media post
- Included on one social media story
- 10'x10' booth
- Prime booth location
- 5-minute presentation at event
- Verbal recognition at event

- Name on event poster & website
- Logo on main stage
- Named on social media post
- Included on one social media story
- 10'x10' booth
- Prime booth location
- 2-minute presentation at event
- Verbal recognition at event

- Name on event poster & website
- Logo/signage next to family entertainment (balloon twister, face painter, etc.)
- Named on social media post
- 10'x10' booth
- Prime booth location
- Verbal recognition at event

- Name on event poster & website
- Mentioned and tagged on one social post
- 10'x10' booth
- Prime booth location

**For information on small business 10'x10' booth pricing, visit page 14.**  
**For a larger booth or activation, email: [events@downtowncastlerock.com](mailto:events@downtowncastlerock.com).**



# Boots & Brews

**Date:** July 27th | **Time:** 11:00 AM - 4:00 PM  
**Location:** Festival Park

Following the Douglas County Fair Parade, thousands gather in Festival Park to enjoy live bands, food trucks, beer, cocktails and take a shot at their "eight-second ride" on a mechanical bull before they head to the Fair & Rodeo.



## Sponsorship Level

**Title Sponsor**  
**\$3,750**  
 (+\$125 for industry exclusivity)  
 Sponsorships Available: 1

**SOLD**

**Stage Sponsor**  
**\$2,700**  
 (+\$325 for industry exclusivity)  
 Sponsorships Available: 2  
**One remaining**

**Family Entertainment Sponsor**  
**\$1,500**  
 (+\$325 for industry exclusivity)  
 Sponsorships Available: 3

**SOLD**

**Premium Booth Sponsor**  
**\$1,000**  
 Sponsorships Available: 3

## Benefits

- Logo on event poster & website
- Logo on main stage & event signage
- Logo on on-site signage
- Logo and named on social media post
- Included on one social media story
- 10'x10' booth
- Prime booth location
- 5-minute presentation at event
- Verbal recognition at event

- Name on event poster & website
- Logo on main stage
- Named on social media post
- Included on one social media story
- 10'x10' booth
- Prime booth location
- 2-minute presentation at event
- Verbal recognition at event

- Name on event poster & website
- Logo/signage next to family entertainment (balloon twister, face painter, etc.)
- Named on social media posts
- 10'x10' booth
- Prime booth location
- Verbal recognition at event

- Name on event poster & website
- Mentioned and tagged on one social post
- 10'x10' booth
- Prime booth location

**For information on small business 10'x10' booth pricing, visit page 14.**  
**For a larger booth or activation, email: [events@downtowncastlerock.com](mailto:events@downtowncastlerock.com).**





# Oktoberfest

**Date:** September 21st | **Time:** 1:00 PM - 9:00 PM  
**Location:** Wilcox Square

A Downtown Castle Rock event staple. From stein hoisting competitions, traditional German music and dancers, free kids activities, a live DJ, vendor booths and over 14 different breweries to try, there's something for everyone. This is the largest event produced by the Downtown Merchants Association bringing over 12,000 people to Downtown Castle Rock.



## Sponsorship Level

**Title Sponsor**  
**\$7,500**  
 (+\$500 for industry exclusivity)  
 Sponsorships Available: 1

**SOLD**

**Stage Sponsor**  
**\$3,200**  
 (+\$500 for industry exclusivity)  
 Sponsorships Available: 3

**SOLD**

**Family Entertainment Sponsor**  
**\$2,700**  
 (+\$500 for industry exclusivity)  
 Sponsorships Available: ~~3~~

**One remaining**

**Premium Booth Sponsor**  
**\$1,500**  
 Sponsorships Available: 3

## Benefits

- Logo on event poster & website
- Logo on main stage & event signage
- Logo on on-site signage
- Logo and named on social media post
- Included on one social media story
- 10'x10' booth
- Prime booth location
- 5-minute presentation at event
- Verbal recognition at event

- Name on event poster & website
- Logo on main stage
- Named on social media post
- Included on one social media story
- 10'x10' booth
- Prime booth location
- 2-minute presentation at event
- Verbal recognition at event

- Name on event poster & website
- Logo/signage next to family entertainment (balloon twister, face painter, etc.)
- Named on social media posts
- 10'x10' booth
- Prime booth location
- Verbal recognition at event

- Name on event poster & website
- Mentioned and tagged on one social post
- 10'x10' booth
- Prime booth location

**For information on small business 10'x10' booth pricing, visit page 14.**  
**For a larger booth or activation, email: [events@downtowncastlerock.com](mailto:events@downtowncastlerock.com).**





# Restaurant Week

**Date:** October 6th - 12th

Participating restaurants will be creating a special item that is not on their menu just for your dining enjoyment. This social media campaign is designed to encourage the public to support local, independent restaurants in the fall in Downtown Castle Rock! The Title Sponsor and Participating Restaurants will be heavily marketed to the Castle Rock/Douglas County market.

## Sponsorship Level

**Title Sponsor**  
\$5,000  
**SOLD**

**Participating Restaurants**  
Free to participate

## Benefits

- Logo on event poster
- Mentioned/tagged on social posts
- Included on two social media stories
- Name on event poster
- Name on social media posts

**This social media campaign does not have a physical event presence.**



# Fangtastic Festival

**Date:** October 25th | **Time:** 12:00 PM - 3:00 PM  
**Location:** Festival Park

The Friday before Halloween the Downtown Merchants Association hosts a booth-to-booth Trick or Treat event for families. This event is always a favorite in the community with Halloween music, small business 10'x10' booths and, of course, candy!



## Sponsorship Level

**Title Sponsor**  
**\$2,000**  
 (+\$250 for industry exclusivity)  
 Sponsorships Available: 1

**Pumpkin Sponsor**  
**\$750**  
 (+\$250 for industry exclusivity)  
 Sponsorships Available: 1

**Family Entertainment Sponsor**  
**\$500**  
 (+\$250 for industry exclusivity)  
 Sponsorships Available: 2  
**Two remaining**

**Premium Booth Sponsor**  
**\$350**  
 Sponsorships Available: 2  
**One remaining**

## Benefits

- Logo on event poster & website
- Logo on social media post
- Included on one social media story
- 10'x10' booth
- Prime booth location

- Name on event poster & website
- Named on social media post
- Included in one social media story
- Logo on mini-pumpkin patch signage
- 10'x10' booth
- Prime booth location

- Name on event poster & website
- Named on social media post
- Included on one social media story
- 10'x10' booth
- Prime booth location

- Name on event poster & website
- Named on social media post
- 10'x10' booth
- Prime booth location

**For information on small business 10'x10' booth pricing, visit page 14.**  
**For a larger booth or activation, email: [events@downtowncastlerock.com](mailto:events@downtowncastlerock.com).**





# Carriage Rides

**Date:** November 29th - December 29th (Wed. - Sun.)

**Time:** 4:30 PM - 8:30 PM Weekdays, 5:00 PM - 8:00 PM Weekends

**Location:** Downtown Castle Rock

A Castle Rock Holiday Tradition, the Downtown Castle Rock Carriage Rides will start in November and end service on December 29th. With over 500 rides provided by Kodiak Ranch a family or group of 4 can bundle up and enjoy a festive ride through Historic Downtown Castle Rock.

## Sponsorship Level

**Title Sponsor**  
**\$6,000\***  
\*All year  
**SOLD**

**Presenting Sponsor**  
**\$1,350\***  
\*One week only  
**SOLD**

## Benefits

- Logo on poster & website
- Banner with logo on back of carriage
- Logo on social media post
- Logo on pick-up/drop-off signage
- Included on one social media story

- Logo on poster & website
- Banner with logo on back of carriage
- Logo on social media post
- Logo on pick-up/drop-off signage
- Included on one social media story



# Trolley Rides, Summer & Winter

**Summer Dates:** Wednesdays in June, July and August

**Winter Dates:** Mondays & Tuesdays from November 25th to December 30th

**Times:** Summer: 6:00 PM - 8:00 PM | Winter: 5:00 PM - 7:00 PM

**Location:** Downtown Castle Rock

Riders young and old alike enjoy a free ride through Historic Downtown Castle Rock on the nostalgic Town Trolley.



## Sponsorship Level

**Summer Sponsor**

\$2,000

**SOLD**

## Benefits

- Logo on poster & website
- Logo on pick-up/drop-off signage
- Logo on magnet placed on back of trolley
- Logo and named on social media post
- Included on one social media story
- Rider swag opportunity

**Holiday Sponsor**

\$1,500

**SOLD**

- Logo on poster and website
- Logo on pick-up/drop-off signage
- Logo on magnet placed on back of trolley
- Logo and named on social media post
- Included on one social media story
- Rider swag opportunity



# Small Business 10'x10' Booth Opportunities

Here are the small business 10'x10' booth opportunities for all events.



Events	Estimated Attendance	STANDARD BOOTH (10'x10')	Spots Available	X-LARGE+ BOOTH (10'x20')	Spots Available
Spring Kickoff Concert	3,000	\$350	15	\$450	3
Movie in the Park	1,500	\$250	10	\$350	3
Car Show Weekend	12,000	\$550	10	\$650	5
Car Show Street Party & Concert (Fri)	5,000	\$300	10	\$400	2
Classic Rock Cruise-in Car Show (Sat)	7,000	\$300	10	\$400	2
Boots & Brews	3,250	\$350	15	\$450	3
Oktoberfest	12,500	\$450	15	\$550	5
Fangtastic Festival	800	\$250	15	\$350	3

**Small business 10'x10' booth space not available at Music in the Park or Restaurant Week.**  
**For additional questions, including larger booth or activation, email:**  
**events@downtowncastlerock.com.**

