



SATURDAY, NOVEMBER 12TH, 2022

# Denver Veterans Day Parade

Colorado Veterans Project hosts multiple high-profile events during Veterans Day and Memorial Day in Colorado. Our events are focused on bringing together the local community, businesses and local Veterans in order to celebrate the sacrifice and service of our Veterans.

Held in downtown Denver, Denver Veterans Day attracts more than 8,000 spectators and participants. This event will allow you to directly market to a captive and local audience in Denver, Colorado. Attendees of Denver Veterans Day include senior government representatives, high-ranking military officials, multiple local Veteran organizations, military families, and Veteran supporters throughout the state. Our ability to consistently attract influential attendees and supporters is our key to success.

For more information on sponsorships, please contact:

Bobbi Mastalka  
303.263.8160  
bobbi@coloradoveteransproject.org

ColoradoVeteransProject.org

## TITLE SPONSORSHIP

\$20,000

Colorado Veterans Project is seeking a title sponsor for the Denver Veterans Day Parade. As the Title Sponsor, your donation helps us cover all costs associated with making the Parade a successful and beneficial event for the community.

The Denver Veterans Day Parade provides a platform from which to develop, build and strengthen key business-to-consumer relationships while showing support of a great cause. This event will provide your organization with the following benefits:

- ★ Official acknowledgement by Colorado Veterans Project as the Title Sponsor and key facilitator at the event
- ★ Your logo will be profiled on the Denver Veterans Day website which receives over 15,000 page hits in the month leading up to Veterans Day
- ★ Your logo will appear on all marketing material
- ★ Your logo will be displayed prominently within Civic Center Park viewing area for all 8,000+ local participants to view
- ★ Announcement of sponsorship in the script read during the Parade
- ★ The opportunity to distribute marketing materials during the Festival
- ★ Cross-marketing within our other events, ie: Run and Festival
- ★ The unique ability to position yourself above your direct competitors
- ★ Any other benefit that will assist your organization in achieving its marketing goals

DenverVeteransDay.com



SATURDAY, NOVEMBER 5, 2022

# Denver Veterans Day Parade

Colorado Veterans Project hosts multiple high-profile events during Veterans Day and Memorial Day in Colorado. Our events are focused on bringing together the local community, businesses and local Veterans in order to celebrate the sacrifice and service of our Veterans.

Held in downtown Denver, Denver Veterans Day attracts more than 45,000 spectators and participants. This event will allow you to directly market to a captive and local audience in Denver, Colorado. Attendees of Denver Veterans Day include senior government representatives, high-ranking military officials, multiple local Veteran organizations, military officials, multiple local Veteran organizations, military families, and Veteran supporters throughout the state. Our ability to consistently attract influential attendees and supporters is our key to success.

For more information on sponsorships, please contact:

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## Sponsorship Opportunities

**RED**

**\$2,500**

- ★ Company float in the Parade
- ★ Distribute marketing material during event
- ★ Your company logo will appear on all marketing material and hyperlinked on website which receives 22,000 page hits in the month leading up to Veterans Day

**WHITE**

**\$5,000**

- ★ Company float in the Parade
- ★ Distribute marketing material during event
- ★ Your company logo will appear on all marketing material and hyperlinked on website which receives 22,000 page hits in the month leading up to Veterans Day
- ★ Your company logo will be displayed prominently on the route near Civic Center Park for all local participants to view

**BLUE**

**\$7,500**

- ★ Company float in the Parade
- ★ Host a booth at the Festival in order to promote your marketing agenda
- ★ Distribute marketing material during event
- ★ Your company logo will be displayed prominently on the route near Civic Center Park for all local participants to view
- ★ Your company logo will appear on all marketing material and hyperlinked on website which receives 22,000 page hits in the month leading up to Veterans Day
- ★ Mentioned as a sponsor in all news, media, and press releases
- ★ Cross-marketing promotion within our other events, i.e.: Run, Festival
- ★ Any other benefit that will assist your company achieve its marketing goals

[DenverVeteransDay.com](http://DenverVeteransDay.com)