



# BUFFALO BILL DAYS

This year's Colorado Buffalo Bill Days will once again be a great Golden community event. The event is run entirely with volunteer help and is planned and organized by a non-profit, tax-exempt entity, *Buffalo Bill Days, Inc.* It continues to grow each year and is recognized throughout the Denver metro area as one of the best local summer events.

The goal of the Buffalo Bill Days Board and Committees is to promote Golden by hosting a traditional western event - and pay its own way in the process. We do this by offering vending space in the park for crafts, merchandise, kids rides and games, food and beverage vendors.

In addition, we offer a great chance for local businesses to promote their business by becoming a sponsor (see page 2). Sponsorship packages include...

- Banner displayed prominently on the music stage or at the event entrance\*
- Color ad in the event program handed out free to every attendee
- Free entry in the Buffalo Bill Days parade to promote your business
- Your logo displayed on our Buffalo Bill Days website and t-shirt
- Entry in the annual Golf Tournament, including a buffet for up to four people\*, plus hole sponsor sign

\* Depending on sponsorship level

If sponsorship isn't for you, we also offer the option of purchasing just the color ad in the event program (see page 3).

Buffalo Bill Days gives back to the local community by donating to the Golden Backpack Program, Colorado Kidsight, Golden's American Legion Post 21 and Community Rehab (Be A Tool project). And we provide four college scholarships to Golden High School. Plus the event offers a platform for several other Golden non-profits to fund raise during the event.

This years Buffalo Bill Days will feature the annual Golf Tournament on Thursday (at Applewood Golf Course), followed by an awards buffet that evening (again hole sponsorships are also available through sponsor packages).

Saturday events include the Golden Fire Department's Pancake Breakfast, followed by the Buffalo Bill Days parade and the traditional Cody's Wild West extravaganza.

Sunday features the Classic Car Show and the kids vs. sheep Muttin' Bustin' contest.

Buffalo Bill Days is truly a family event, featuring the "Lil Spike" free train ride for kids on Saturday & Sunday, along with a variety of other kids rides & games.

And as always, the event will feature great musical entertainment Friday evening and all day Saturday and Sunday.

Help us support Golden's greatest annual event and promote your business in the process!

**See attached sponsorship and advertising options**



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## Sponsorship Packages Available

Company Name: \_\_\_\_\_ Contact: \_\_\_\_\_  
 Address: \_\_\_\_\_ City State Zip: \_\_\_\_\_  
 Phone#: \_\_\_\_\_ Email: \_\_\_\_\_  
 (Check one and complete the information)

### **Platinum - \$3000**

Free Golf Tournament Entry including buffet for **Four** and Hole Sponsor Sign @ Golf Tournament, Golf Contact \_\_\_\_\_ Phone: \_\_\_\_\_  
 Free Parade Entry Parade Contact \_\_\_\_\_ Phone: \_\_\_\_\_  
 A full page color ad in program (7 ¼" wide x 9 ½" high) Ad Contact \_\_\_\_\_ Phone: \_\_\_\_\_  
 A 2' X 4' Show Wagon Banner, Logo on Sponsor shirt and Buffalo Bill Days website

### **Gold - \$2000**

Free Golf Tournament Entry including buffet for **Three** and Hole Sponsor Sign @ Golf Tournament, Golf Contact \_\_\_\_\_ Phone: \_\_\_\_\_  
 Free Parade Entry Parade Contact \_\_\_\_\_ Phone: \_\_\_\_\_  
 A 1/2 page color ad in program (7 ¼" wide x 4 ½" high) Ad Contact \_\_\_\_\_ Phone: \_\_\_\_\_  
 A 2' X 4' Show Wagon Banner, Logo on Sponsor shirt and Buffalo Bill Days website

### **Silver - \$1000**

Free Golf Tournament Entry including buffet for **Two** and Hole Sponsor Sign @ Golf Tournament, Golf Contact \_\_\_\_\_ Phone: \_\_\_\_\_  
 Free Parade Entry Parade Contact \_\_\_\_\_ Phone: \_\_\_\_\_  
 A 1/4 page color ad in program (3 1/2" wide x 4 ½" high) Ad Contact \_\_\_\_\_ Phone: \_\_\_\_\_  
 A 2' X 2' Entrance Banner, Logo on Sponsor shirt and Buffalo Bill Days website

### **Bronze - \$500**

Free Parade Entry Parade Contact \_\_\_\_\_ Phone: \_\_\_\_\_  
 A 1/8 page color ad in program (3 1/2" wide x "2 1/4" high) Ad Contact \_\_\_\_\_ Phone: \_\_\_\_\_  
 A 2' X 2' Entrance Banner, Logo on Sponsor shirt and Buffalo Bill Days website

- Banners limited to two colors, shirt logo to one color; logo must be provided to us on disk
- Ad copy must be on disk or sent via email, be the same size as the actual page ad and be in JPEG or PDF or we cannot guarantee the quality of the ad.
- **Sponsorships and ad copy & logos must be in no later than June 15<sup>th</sup> to be in Event Program**
- Additional golfers may be added for \$100 per golfer
- Mail Checks Payable to: **Buffalo Bill Days Inc., PO Box 1536, Golden CO 80402**



# BUFFALO BILL DAYS

## Event Program Advertising Rates

Company Name: \_\_\_\_\_ Contact: \_\_\_\_\_

Address: \_\_\_\_\_ City State Zip: \_\_\_\_\_

Phone#: \_\_\_\_\_ Email: \_\_\_\_\_

Buffalo Bill Days provides the opportunity to advertise your business in the expanded event program, which is placed in many businesses two weeks before the event and has a distribution of 15,000. In addition, the first thing people look for when they arrive in Golden is the program.

Take advantage of these great advertising rates to be a part of Golden's largest event.

### Check One

- 
- Full Page Color - \$575.00** - ad in event program (7 ¼" wide x 9 ¾" high) + A listing in the back of the program
- 1/2 page Color - \$450.00** - ad in event Program (7 ¼" wide x 4 ½" high) + A listing in the back of the program
- 1/4 page Color - \$325.00** - ad in event Program (3 ½" wide x 4 ½" high) + A listing in the back of the program
- 1/8 page Color - \$200.00** - ad in Program (3 ½" wide x 2 ¼ "high) + A listing in the back of the program
- Listing - \$100** - A listing in the back of the program
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- To guarantee the quality of the ad, the copy must be on disk or sent via email, be the same size as the actual page ad and be in JPEG or PDF.
- **Ad copy & logos must be in no later than June 15th to be in Event Program**
- Mail Checks Payable to: **Buffalo Bill Days Inc., PO Box 1536, Golden CO 80402**