



Lavender Association
of Western Colorado

Our mission:

Promote lavender as an alternative cash crop in Western Colorado through education, research, networking and market development.

In 2009, the Lavender Association of Western Colorado (LAWC) was formed as a 501 (c) (6) non-profit organization. In 2011, LAWC organized Colorado's first Lavender Festival and every year since, our Annual Festival has grown.

LAWC members are growers and producers of a wide variety of high-quality products, located across the Western Slope and growing throughout the state.

The Lavender Association of Western Colorado welcomes you to join us in sponsoring the Annual Colorado Lavender Festival. We invite you to partner with us in a growing Festival, and share in the exposure and excitement this event brings to the Grand Valley. Our members are not just growers but also members of this community who desires to develop mutually beneficial, long-term relationships with prominent and respected businesses such as yours.

We look forward to working with you and to develop a relationship that will last for years to come. Let us know which sponsorship package suits you or your business the best.





Purpose:

Acknowledging the support of Sponsors, Lavender Association of Western Colorado recognizes this with the following guidelines to show our gratitude.



*\$100 Bundle of Lavender Sponsor
Unlimited*

Logo and/or company name, or personal name listed on: Website and Festival Program
Festival Thank You sign listing sponsors at the Festival in the Park Saturday
Choice of 1 Annual Festival T-shirt or 1 Annual Festival Commemorative Poster

*\$250 Royal Velvet Sponsor
Unlimited*

Logo and/or company name, or personal name listed on:
Website with link to business profile if desired
Festival Program
Festival Thank You sign listing sponsors at the Festival in the Park Saturday
2 Annual Festival T-Shirts plus
1 Annual Festival Commemorative Poster



*\$500 Lavender Scented Sponsor
Unlimited / Music/ Seminars / Workshops*

Logo and/or company name, or personal name listed on:
Website with link to business profile if desired
Festival Program
Other printed advertising if space and medium allows.
Festival Thank You sign listing sponsors at the Festival in the Park Saturday
2 Annual Festival T-Shirts
1 Annual Lavender Poster
2 Workshop Tickets





Purpose:

Acknowledging the support of Sponsors, Lavender Association of Western Colorado recognizes this with the following guidelines to show our return commitment of this investment.

- First right of refusal
- Non-compete
- In avoidance of conflict, of both parties, the sponsor and/ or members of the sponsor’s family or employees will not be permitted a seat on the Board of Directors of the Association. Choice of Committee presence is welcomed.



***\$1,000 Lavender Lover Festival Program
Sponsor
3 Sponsors***

Logo and/or company name, or personal name listed on:

Website with link to business profile if desired

Festival Program

Media release

Advertising poster, rack cards space permitting

Festival Thank You sign listing sponsors at the Festival in the Park Saturday

2 Annual Festival T-Shirts

1 Annual Commemorative Lavender Poster

1 Complimentary booth space at Festival

1 Business card size ad in Festival Program

***\$1,000 Lavender Lover Motor- Coach Tour /
Luncheons
2 Sponsors***

Logo and/or company name, or personal name listed on:

Website with link to business profile if desired

Festival Program

Media release

Advertising poster, rack cards space permitting

Festival Thank You sign listing sponsors at the Festival in the Park Saturday

2 Annual Festival T-Shirts

1 Annual Commemorative Lavender Poster

1 Complimentary booth space at Festival

1 Business card size ad in Festival Program

***\$2,500 Saturday Night Event
1 Sponsor***

Logo and/or company name, or personal name listed on:

Website with link to business profile if desired

Advertising poster, rack cards, media release

Festival Thank You sign listing sponsors at the Festival in the Park Saturday

Festival program with up to eighth –page ad

2 Annual Festival T-Shirts

2 Annual Signed Commemorative Lavender Posters

1 Complimentary booth space at Festival

2 Tickets to Saturday Night Event

Non-Compete





\$5,000 Title Sponsor ***Colorado Lavender Festival Sponsor***

Purpose:

Lavender Association of Western Colorado recognizes the commitment by a business of \$5,000 as a significant amount of money to pledge, we have the following guidelines to show our return commitment of this investment.

First right of refusal.

Non-compete.

In avoidance of conflict of both parties, the sponsor and/ or members of the sponsor's family or employees, will not be permitted a seat on the Board of Directors of the Association. Choice of Committee presence is welcomed.

Logo and or company name listed or mentioned with festival logo on all advertising using festival logo whether print, verbal, or website. Sponsor logo up to same size as festival logo, depending on medium.

- i. Save the date rack card, approximate November release.
- ii. Sponsor logo up to same size as festival logo, depending on medium.
- iii. Advertising brochures, rack cards, media release, etc.
- iv. Advertisement poster pre-festival.
- v. TV/radio ads, listed or mentioned as sponsoring the festival.
- vi. Festival Program
- vii. Commemorative festival poster, and printed on t-shirts.

Sponsor's logo and company name will be larger font and design than other sponsors and will be listed alone at the top of any combined listing of sponsors.

Complimentary 10x10 advertising table space at Saturday festival in the park
2 Signed Annual Commemorative Festival Posters
2 Annual Festival T-shirts
2 tickets to Saturday Night Event
2 tickets to Workshops
2 tickets to Motor-Coach Tours and Luncheons





Our mission:

Promote lavender as an alternative cash crop in Western Colorado through education, research, networking and market development.

Lavender – Western Colorado’s Newest Cash Crop and Agro-Tourism Destination

Prized for its perfume, medicinal properties and beautiful color, lavender has been one of the most popular herbs for centuries. Currently its use is enjoying resurgence due to a societal emphasis on health, relaxation, stress reduction and culinary desires.

Uses of lavender include: fresh and dried bundles with flower arrangements, essential oils and hydrosols, fine handcrafted decorative arts. *Lavandula x-intermedia*, *Lavandin*, is used in health & body care items; lotions, soaps, mists, pillows, potpourri and sachets. *Lavandula Angustifolia* is used to accent food and beverages, as well as health & body care items.

As a crop, lavender is well-suited to the Western Colorado environment. It is a drought-tolerant and low maintenance perennial. Lavender thrives in our hot, dry, high elevation and lean soil.

Audience

With the growing popularity of lavender, our audience is also growing. People purposely seek out lavender because they love it. Our Lavender Bus Tours on Friday attract predominately females of higher income brackets. Yet, we see individuals who are enjoying their years of retirement looking for joyous, friendly events to talk about when they return home. Our Saturday event at the Palisade Veteran’s Memorial Park brings in people of all ages looking for local, home grown products. Sunday’s self-guided tours, allow those weekend visitors to stop along their routes home, finding lavender farms and shops throughout the western slope. Lavender is an ever growing business, showground, just as our audience is, from statewide to nationwide.





2018 Colorado Lavender Festival Sponsorship Letter of Agreement

Thank you for your interest in sponsoring the 2018 Colorado Lavender Festival. Please provide LAWC with the following information so we may fulfill your sponsorship to your satisfaction.

Name of Business (or Individual): _____

Name of Owner, CEO: _____

Name of contact person: _____

Address: _____

Telephone: _____

Email: _____

Website: _____

Sponsorship Package: _____

Special sponsorship accommodations: _____

Please email your logo (high resolution if possible) to: lavenderfest2017@gmail.com

Please email your ad (Press-optimized PDF) by June 1 to: lavenderfest2017@gmail.com

Form of payment; due date: _____

SIGNED:

Print name - Sponsor

Signature - Sponsor Date

Print name - Lavender Association of Western Colorado (LAWC)

Signature - Lavender Association of Western Colorado (LAWC) Date

