



**Our mission:**

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

*We are proud to announce our II<sup>th</sup> Anniversary!  
And the 10th Annual Colorado Lavender Festival!*

In 2009, the Lavender Association of Western Colorado (LAC) was formed as a 501(c)(6) non-profit organization. In 2011, LAC organized Colorado's first Lavender Festival and every year since, our Annual Festival has grown. In 2018, the desire to move the Association to a state-wide focus was begun. Our 2019 9th Annual Lavender Festival debuted the name change to Lavender Association of Colorado (LAC).

LAC members are growers and producers of a wide variety of high-quality products, located across the State of Colorado. We are proud to have 30 farms as members, representing over 40,000 plants in the ground, and continuing to expand. The 2019 9th Annual Lavender Festival was estimated to have 4,000 plus attendees!

The Lavender Association of Colorado welcomes you to join us in sponsoring the 10th Annual Colorado Lavender Festival. We invite you to partner with us, and share in the exposure and excitement this event brings to our area and our state. Our members are not just growers but also members of communities who desire 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. We have made some updates to our Sponsorship Packet.



# LAVENDER

## Colorado's Newest Cash Crop & Agritourism 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 for 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*, True Lavender, is used to accent food and beverages, as well as health & body care items.

As a crop, lavender is well-suited to the 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 budding popularity of lavender, our audience is continuously growing and changing. Our always popular Friday Lavender Motor-Coach Tours take visitors to various locations throughout the valley. The Saturday Festival at Palisade Veteran's Memorial Park has numerous vendors who gather to showcase their products and brings in people from all over the state, country and even the world. The weekend concludes on Sunday with the Self-Guided Tours when the lavender farms and business are open to the public to visit at their leisure throughout their day, as they make their way around the valley seeing the various different attractions that can be found before heading out of town. The Annual Lavender Festival held in Western Colorado not only brings in new visitors each year, but there are groups of visitors who now use this weekend event as their annual go-to vacation, even scheduling a year in advance. Lavender is an ever growing business and showpiece. Join us as we celebrate this always changing and joyful weekend. We are also a proud member and supporter of the United States Lavender Growers Association.



ColoradoLavender.org  
events@ColoradoLavender.org  
info@ColoradoLavender.org  
PO Box 582 Palisade, CO 81526



# TITLE SPONSOR \$5000.00 (ONE SPOT)

**Purpose:** Lavender Association of 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.

Logo and or company name listed or mentioned with festival logo on the following advertising including verbal, or website:

- Sponsor logo up to 85% the size of festival logo.
- Sponsor logo appears with festival logo on all promotional items.
- Advertising brochures, rack cards, media release, etc.
- Advertisement poster pre-festival.
- TV/radio ads, listed or mentioned as sponsoring the festival.
- Festival Program.
- LAC website and Facebook presence with links to your website\*

- 2 Complimentary 10x10 booths at Festival. Sponsor will supply tents and tables. (next to LAC booth)
- 2 Signed Annual Commemorative Festival Posters.
- Choice of 2 Annual Festival Commemorative items.
- 2 Tickets to Saturday night Event
- 2 tickets to Workshops or Seminars
- 2 tickets to Motor-Coach Tours
- Quarter-page Ad in Festival program
- Display of banner if desired, provided by sponsor.



# MOTOR COACH SPONSOR \$2500.00 (ONE SPOT)

**Purpose:** Lavender Association of Colorado recognizes the commitment by a business of \$2,500 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.

Logo and or company name listed or mentioned on the following advertising including verbal, or website:

- Sponsor logo up to 72% the size of festival logo.
- Advertising brochures, rack cards, media release, etc.
- Advertisement poster pre-festival.

- TV/radio ads, listed or mentioned as sponsoring the festival.
- Festival Program.
- LAC website and Facebook presence with links to your website\*
- Complimentary 10x10 booth at Festival. Sponsor will supply tents and tables.
- 1 Signed Annual Commemorative Festival Poster.
- Choice of 2 Annual Festival Commemorative items.
- 2 tickets to for Motor Coach Tour
- 2 Tickets to Saturday night Event
- Eighth-page Ad in Festival program
- Display of banner if desired, provided by sponsor.

\* LAC website and Facebook presence will last from contract date to end of this festival calendar year.

\*\* In avoidance of conflict, of both parties, the sponsor and/or member's of sponsor family or employees will not be permitted to seat on the board of director of the association. Choice of Committee presence is welcomed.

## PASSION FOR LAVENDER SPONSOR \$1000.00 (UNLIMITED)

**Purpose:** Lavender Association of Colorado recognizes the commitment by a business of \$1,000 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.

Logo and or company name listed or mentioned on the following advertising including verbal, or website:

- Sponsor logo up to 50% the size of festival logo.
- Advertising brochures, rack cards, media release, etc.

- Advertisement poster pre-festival.
- TV/radio ads, listed or mentioned as sponsoring the festival.
- Festival Program.
- LAC website and Facebook presence with links to your website\*
- Complimentary 10x10 booth at Festival. Sponsor will supply tents and tables.
- Business Card Size Ad in Festival program
- Choice of 2 Annual Festival Commemorative items.
- 2 Tickets to Saturday Night Event or workshop/seminars
- Display of banner if desired, provided by sponsor.

## BUNDLES OF LAVENDER SPONSOR \$500.00 (UNLIMITED)

**Purpose:** Lavender Association of Colorado recognizes the commitment by a business of \$500 as a significant amount of money to pledge, we have the following guidelines to show our return commitment of this investment.\*\*

Logo and or company name listed or mentioned on the following advertising including verbal, or website:

- Sponsor logo < 50% the size of festival logo.

- Advertising brochures, rack cards, media release, etc.
- Advertisement poster pre-festival.
- Festival Program.
- LAC website and Facebook presence with links to your website\*
- Complimentary 10x10 booth at Festival. Sponsor will supply tents and tables.
- Choice of 2 Annual Festival Commemorative items.
- Display of banner if desired, provided by sponsor.

## LAVENDER BUD LOVERS SPONSOR \$300.00 (UNLIMITED)

**Purpose:** Lavender Association of Colorado recognizes the commitment by a business of \$300 as a significant amount of money to pledge, we have the following guidelines to show our return commitment of this investment.\*\*

Logo and or company name listed or mentioned on the following advertising including verbal, or website:

- Advertising brochures, rack cards, media release, etc.
- Advertisement poster pre-festival.
- Festival Program.
- LAC website and Facebook presence with links to your website\*
- Choice of 2 Annual Festival Commemorative items.
- Display of banner if desired, provided by sponsor.
- 2 tickets to workshop/seminars

Any donation of any value will be accepted with complete gratitude. We appreciate any and all support to make this event possible. All funds raised promote the educational focus of the organization, including the eCookbook and the Christmas Artisan Fair.



\* LAC website and Facebook presence will last from contract date to end of this festival calendar year.

\*\* In avoidance of conflict, of both parties, the sponsor and/or member's of sponsor family or employees will not be permitted to seat on the board of director of the association. Choice of Committee presence is welcomed.



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



2020 10th Annual Colorado Lavender Festival Sponsorship Letter of Agreement

Thank you for your interest in sponsoring the 2020 10th Annual Colorado Lavender Festival. Please provide LAC 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: (please initial next to package)

Title Sponsor \_\_\_\_\_, Dinner Sponsor \_\_\_\_\_, Motor Coach Tour Sponsor \_\_\_\_\_,

Festival Program Sponsor \_\_\_\_\_, Activities Sponsor \_\_\_\_\_, Poster Sponsor \_\_\_\_\_, Other \_\_\_\_\_

If you need to be invoiced, provide email to send invoice: \_\_\_\_\_

Our graphic designer will contact your marketing department for use of high-resolution logo, if we don't already have one. Please email your ad (High-Res PDF) by April 1 to: events@coloradolavender.org or to our graphic designer, LNBengraving@gmail.com

Form of payment \_\_\_\_\_

(to be guaranteed placement in printed marketing materials, sponsorship must be confirmed & paid by April 1, 2020)

SIGNED:

Print name - Sponsor

Date

Signature - Sponsor

Date

Print name - Lavender Association of Colorado (LAC)

Date

Signature - Lavender Association of Colorado (LAC)

Date



*ANY NOTES, THOUGHTS, QUESTIONS .....*

# BECOMING A LAC MEMBER HAS MANY BENEFITS!

We are now the *Lavender Association of Colorado* (LAC). We continue to have our Western Slope members from Carbondale to Paonia to Bayfield to Loma and places throughout. We have been joined by growers from north of Fort Collins to down by Trinidad and points in between. Our Eastern Slope members are tucked into subdivisions and can be found in small valleys in the foothills, and some are located on the high plains and are thriving in forested areas. Lavender is truly blooming statewide.

Since its inception in 2009, the Lavender Association of Colorado has made great strides in promoting lavender as a viable cash crop, including the advancement of supporting a state-wide effort in 2018. Cooperative work in research, education, and promotion plus the sharing of individual experiences has created a vast pool of useful information from which we all partake. As a member, your fresh ideas, experiences, questions and observations, keeps LAC confident that we will continue to provide its members with the necessary tools to grow the best lavender in the country.

LAC uses a rolling membership system so your membership will be good for one year from the date you paid your dues. You can join on-line or print the application and send to LAC Treasurer, PO Box 582, Palisade CO 81526.

We encourage you to become familiar with our website at [www.ColoradoLavender.org](http://www.ColoradoLavender.org). Here you can view Articles, Resources, Upcoming Meetings and Events, Directory of General Members, and overall stay up to date with the Association.

If you are looking for ideas on how to use lavender and its essential oil and hydrosol, we would encourage you to look into our e-cookbook *Spike It With Lavender: Recipes for Living* produced by LAC and written by member Lida Lafferty. All proceeds benefit the Association.

Thank you for your support, we need the support of all of our members. We welcome you to participate on a regular basis, you may have an area of expertise to share that will help LAC to grow as an organization. Come to the meetings, sign up for a committee. Knowledge and support benefits all of us, and fulfills our Mission: *To promote lavender as an alternative cash crop in Colorado through education, research, networking and market development.*

---

## **General Membership \$75 (includes)**

- Board of Director eligible. \*
- Voting membership status for one (1) on policy and activities.
- Inclusion in LAC Member Directory.
- Dual listing for two names with one paid membership.
- Self-managed listing on Membership Directory, add pictures, business link, recipes, etc.
- Discounts at LAC conferences, LAC Festival/Fair vendor fees.
- Use of the LAC logo on your website and advertising materials.
- Use of Charter Member on your advertising materials, for these memberships only.
- Participation in mentoring.
- Scholarship consideration for conferences or meetings on behalf of LAC.

- Supportive network of local lavender enthusiasts, strength in numbers.
- Access to any beneficial information received by LAC to promote the Research, Resources, Education, Growth, Market development, and distribution of lavender and lavender products in Colorado.
- CSU Extension Tri-River Area provided research and resources about lavender.
- Facebook: An open Facebook page for information, postings, bragging, etc! [www.facebook.com/ColoradoLavender.org](http://www.facebook.com/ColoradoLavender.org)
- Festival Facebook: [www.facebook.com/ColoradoLavenderFestival.org](http://www.facebook.com/ColoradoLavenderFestival.org)
- E-Newsletter & Notices: signup at the bottom of any page on the website.
- Virtual meeting attendance via dial-in web and phone, when you can't be at a meeting in person.
- Participate on all committees and task forces.

---

## **Supporter Membership \$25 (includes)**

- Supportive network of local lavender enthusiasts, strength in numbers.
- Access to any beneficial information received by LAC to promote the Research, Resources, Education, Growth, Market development, and distribution of lavender and lavender products in Colorado.
- CSU Extension Tri-River Area provided research and resources about lavender.
- Facebook: An open Facebook page for information,

- postings, bragging, etc! [www.facebook.com/ColoradoLavender.org](http://www.facebook.com/ColoradoLavender.org)
- Festival Facebook: [www.facebook.com/ColoradoLavenderFestival.org](http://www.facebook.com/ColoradoLavenderFestival.org)
- E-Newsletter & Notices: signup at the bottom of any page on the website.
- Virtual meeting attendance via dial-in web and phone, when you can't be at a meeting in person.
- Participate on all committees and task forces.

\*Per the bylaws, up to two (2) Directors may be nonmembers representing the community at large

*We thank you for your support and involvement in making this years festival a successful one. Your sponsorship helps provide the necessary items to educate, entertain and involve our community in what we as the Lavender Association of Colorado does. We look forward to working with you this year and in the years to come. As we grow larger throughout the State, we hope you will join us in our growth.*



**ColoradoLavender.org**

events@ColoradoLavender.org

info@ColoradoLavender.org

PO Box 582 Palisade, CO 81526

