



Our mission:

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

*Proud to announce our 12th
Annual Colorado Lavender Festival*

In 2009, the Lavender Association of Western Colorado (LAWC) was formed as a 501(c)(6) non-profit organization. Two years later, 2011, LAWC organized Colorado's first Lavender Festival and every year since, our Annual Festival has grown. In 2019, the Lavender Association of Colorado moved to encompass the entire state! Join us as we celebrate the 2023 12th Annual Colorado Lavender Festival!

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 over 57 farms as members, representing over 41,000 plants in the ground, and continuing to expand. The 2022 11th Annual Lavender Festival was estimated to have over 3000 attendees!

The Lavender Association of Colorado welcomes you to join us in sponsoring the **12th 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. Let us know which sponsorship package suits you or your business the best.



Colorado Lavender & Agri-Tourism Destinations

Prized for its perfume, medicinal properties and beautiful color, lavender has been one of the most popular herbs for centuries. 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 for culinary accenting, 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. We are 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 are joined by growers from north of Fort Collins to down by Trinidad and points in between. Our Front Range 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 truly blooms statewide.

AUDIENCE

With the popularity of lavender, our audience is continuously growing and changing. People purposely seek out lavender because they love it. Our always popular *Friday Farm Tours* take visitors to various locations throughout the Grand & North Fork Valleys. The *Saturday Festival* at Riverbend Park in Palisade 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 with *Sunday Self-Guided Tours* when the lavender farms and businesses are open to the public to visit at their leisure throughout their day. As they make their way around the valley they are exposed to the area's many attractions. The *Annual Lavender Festival* held in Western Colorado not only brings in new visitors each year, but there are groups of visitors who 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 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



PRESENTING 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 next to LAC booth. Sponsor will supply tents and tables.
- 2 Signed Annual Commemorative Festival Posters.
- Choice of 2 Annual Festival Commemorative items. (when available)
- 2 Tickets to Lavender & Wine Dinner
- 2 tickets to Workshops or Seminars
- 2 tickets to Friday Farm Tours & Luncheons
- Quarter-page Ad in Festival program
- Display of banner if desired, provided by sponsor.



MAIN EVENT SPONSOR \$2500.00 (ONE SPOT EACH)

Friday Farm Tour or Lavender & Wine Dinner or Festival Program Sponsor

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 70% the size of festival logo.
- Advertising brochures, rack cards, media release, etc.
- Advertisement poster pre-festival.

- TV/Radio ads, listed or mentioned as chosen event sponsor for 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. (when available)
- 2 tickets to Friday Farm Tour & Luncheons
- 2 Tickets to Lavender & Wine Dinner
- Eighth-page Ad in Festival program with event sponsor recognition.
- 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 members of sponsor family or employees will not be permitted to seat a 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 chosen sponsor for 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. (when available)
- 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 up to 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 1 Annual Festival Commemorative item.
- Display of banner if desired, provided by sponsor.

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 501-c-6 educational focus of the organization, including the e-Cookbook, Spike it with Lavender, and the Annual Lavender & Christmas Artisan Fair.



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2023 12th Annual Colorado Lavender Festival Sponsorship Letter of Agreement

Thank you for your interest in sponsoring the 2023 12th 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: (select chosen sponsorship)

Presenting Sponsor_____, Lavender & Wine Dinner Sponsor_____ ,

Friday Farm & Luncheon Tour Sponsor_____ , Festival Program Sponsor_____

Additional Titles available with Passion for Lavender or Bundles of Lavender Sponsorships:

Workshop/Seminar Sponsor_____ , Annual Artwork & Poster Sponsor_____ ,

Sunday Self-Guided Tour 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 graphic designer, Melisa Boyles at LNBenGraving@gmail.com or to our Festival Director at events@coloradolavender.org

Form of payment _____

(To be guaranteed placement in printed marketing materials, sponsorship must be confirmed & paid by April 1, 2023)

Print name - Sponsor _____ Date _____

Signature - Sponsor _____ Date _____

Signature - Lavender Association of Colorado (LAC) _____ Date _____

We thank you for your support and involvement in making this year's 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 expand throughout the state, we hope you will join us in our growth.



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