

SPONSORSHIP PROPOSAL

Carbondale Family Block Party & Pride Parade
May 3, 2024 - First Friday
Downtown Carbondale, Colorado

Presented by:

Michelle Marlow
Event Organizer
Family Block Party & Pride Parade



Photo Courtesy of Michelle Smith



FAMILY BLOCK PARTY & PRIDE PARADE MAY FIRST FRIDAY 2024 DOWNTOWN CARBONDALE, COLORADO



About Event

The annual Carbondale Family Block Party and Pride Parade is a true community event for the entire Carbondale community and families throughout the Roaring Fork Valley. This event has become the highlight of May's First Friday, which has become the largest First Friday celebration in Carbondale and is FREE and open to everyone!

The Carbondale Family Block Party and Pride Parade is an annual family-friendly event to celebrate spring and welcome summer. In addition to great local food, music produced by valley youth, and activities for kids of all ages, this has become a platform for various non-profit organizations in our valley whose mission is to support kids, family, and inclusion to showcase their offerings and volunteer opportunities. Our partners from the first event in 2011 have included the Town of Carbondale's Recreation & Community Center and Colorado Animal Rescue.



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Event Beneficiaries

100% of the funds raised go back into our community.

This event is a labor of love for event organizer Michelle Marlow and has become her give-back to the community. Although, this is an approved First Friday event – it is separately funded. All proceeds go to amazing LOCAL organizations that support kids, families and animals.

Event Beneficiaries include but are not limited to:

Andy Zanca Youth Empowerment Program
Colorado Animal Rescue
FocusedKids
Gender Sexualities Alliance at CMS
Lift-Up
Smiling Goat Ranch
Rita B. Fund
Sopris Children's Fund



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Event Highlights

Pride Parade - Main Street

AZYEP Youth Stage w/ live music

KidZone - Partner booths with crafts, activities & games for kids of all ages!

Local Eats + Beer Garden

Silent Auction





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Event Sponsorship



ROCK THE BLOCK - \$2500

- ❖ Title sponsorship – category exclusivity
- ❖ Company logo or business/individual name prominently displayed in all advertisements and event signage
- ❖ Company logo placed at 4th Street Plaza on Main Street during the event
- ❖ Name recognition in press releases, PSA's, CARE and CCD websites, emails and social media
- ❖ Six complimentary drink tickets to the event
- ❖ Recognition/announcements during the event
- ❖ Optional 10 x 10 event booth space
- ❖ Optional logoed event swag (additional product fees may apply)

YOUTH STAGE - \$1500

- ❖ Company logo or business/individual/families name prominently displayed in all advertisements and event signage
- ❖ Company logo placed at AZYEP Youth Stage during the event
- ❖ Four complimentary drink tickets to the event
- ❖ Recognition/announcements during the event
- ❖ Name recognition in press releases, PSA's, CARE and CCD websites, emails and social media

KIDZONE - \$500

- ❖ Company logo or business/individual/families name prominently displayed in all advertisements and on-site event signage
- ❖ Two complimentary drink tickets to the event
- ❖ Recognition/announcements during the event
- ❖ Name recognition in press releases, PSA's, CARE and CCD websites, emails and social media

COMMUNITY - \$250

- ❖ Name recognition in press releases

It is our goal to keep this event free, open and INCLUSIVE to all! We can not do this without sponsorship and support from our community. The 1st Family Block Party was in 2011 and continues to be an annual tradition. Please consider supporting the event and the good work of our beneficiaries.

We are always open to new and creative sponsorships, please reach out to discuss!

Thank you in advance for your generosity!



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Sponsorship Commitment Form



PLEASE REVIEW & COMPLETE

NAME

COMPANY

ADDRESS

EMAIL

PHONE

SPONSOR LEVEL

- ROCK THE BLOCK
- KIDZONE
- CUSTOM SPONSORSHIP OPPORTUNITY
- YOUTH STAGE
- COMMUNITY
- I AM INTERESTED IN DONATING TO THE SILENT AUCTION

Please email the commitment form to michelle@ascenteventsco.com
OR send a copy of this form with your donation to:
 Family Block Party c/o Michelle Marlow, 372 Rivers Bend, Carbondale, CO 81623



Please make checks payable to Carbondale Family Block Party or use QR
 Please remit by April 1, 2024.

If you have questions, please contact Event Organizer, Michelle Marlow:
 (970) 948-1334 or michelle@ascenteventsco.com

Pursuant to Internal Revenue Code 501 C (3) requirements for substantiation of contributions, no goods or services were provided in return for this tax-deductible contribution. For your records, our Federal Employee ID Number is #84-1208087.

THANK YOU FOR YOUR GENEROSITY!