

# 2025 Sponsorship Application



DATE: July 25 - 27, 2025

LOCATION: Parfet Park - Golden, CO

## About

In 1943 a group of local trail riders rode to Buffalo Bill's gravesite for a commemoration ceremony. Shortly after the group's first ride up the Apex Trail they expanded the ride to include Golden proper. This was the first Buffalo Bill Days' parade.

This year's Buffalo Bill Days has something for everyone in the family including a traditional pancake breakfast, "Best of the West" parade, Mutton' Bustin', nondenominational worship service, and amusement rides. Not to mention merchandise, local food vendors, and live musical entertainment throughout the entire weekend!

## Expose Your Brand

In 2024 Buffalo Bill Days drew approximately 27,000 people from surrounding areas, making it the biggest event in Golden! As evident by the impressive attendance, it is recognized throughout the Denver metro area as one of the best local summer events.

## Community Focus

Buffalo Bill Days gives back to the local community by donating all proceeds to local nonprofits. The event also offers a platform for several Golden non-profits to fundraise during the event.

The event is run entirely by volunteer help through Not-for-Profit 501(C)(4), Buffalo Bill Days, Inc.

# WANTED SPONSORS

Grow your brand by leveraging the tradition of Buffalo Bill Days, a legendary festival boasting over 70 years of history and drawing crowds of 25,000+ passionate attendees. Receive countless eyes and ears throughout the weekend via:

- ★ Event Sponsorship
- ★ Live Audience Shoutouts
- ★ Main Music Stage Banner
- ★ Entrance Banner
- ★ Booth in Parfet Park
- ★ Digital Program Advertisement
- ★ Social Media Promotion
- ★ Website Promotion
- ★ Parade Entry and Access

# Sponsorship Plans

Showman	Trailblazer	Pioneer	Cowboy
<input type="checkbox"/> \$3,500 <ul style="list-style-type: none"> <li>★ Booth on the festival grounds</li> <li>★ Shoutout at Opening Remarks, Friday, Saturday, and Sunday Evening on the Main Stage</li> <li>★ 2'x4' Main Stage Banner</li> <li>★ Entrance Banner</li> <li>★ Digital Program Advertisement</li> <li>★ Website Promotion</li> <li>★ Social Media Promotion</li> <li>★ Parade Entry <u>and</u> Parade Awards Named after Business or Organization</li> </ul>	<input type="checkbox"/> \$2,000 <ul style="list-style-type: none"> <li>★ Shoutout at Opening Remarks and throughout the weekend (including during Saturday's parade)</li> <li>★ Main Stage Banner</li> <li>★ Entrance Banner</li> <li>★ Digital Program Advertisement</li> <li>★ Website Promotion</li> <li>★ Social Media Promotion</li> <li>★ Parade Entry</li> </ul>	<input type="checkbox"/> \$1,000 <ul style="list-style-type: none"> <li>★ Shoutout at Opening Remarks</li> <li>★ Entrance Banner</li> <li>★ Digital Program Advertisement</li> <li>★ Website Promotion</li> <li>★ Social Media Promotion</li> <li>★ Parade Entry</li> </ul>	<input type="checkbox"/> \$500 <ul style="list-style-type: none"> <li>★ Shoutout at Opening Remarks</li> <li>★ Digital Program Advertisement</li> <li>★ Website Promotion</li> <li>★ Parade Entry</li> </ul>

# Pick & Choose



- |                                  |  |
|----------------------------------|--|
| <input type="checkbox"/> \$2,500 | Booth in Parfet Park   |
| <input type="checkbox"/> \$500   | Main Stage Banner  |
| <input type="checkbox"/> \$400   | Entrance Banner  |
| <input type="checkbox"/> \$200   | Digital Program Advertisement + Social Media Promotion + Website Promotion |

## Questions?

If none of the options work for you, please reach out! We are happy to discuss. Thank you!

Contact: Heather Schneider, Sponsorship Volunteer

Cell: (303) 974-0994

Email: [bbdsponsors@gmail.com](mailto:bbdsponsors@gmail.com)

# CONTACT INFORMATION

**Company:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_

**State:** \_\_\_\_\_

**Zip:** \_\_\_\_\_

## **Primary Contact**

**Name:** \_\_\_\_\_ **Email:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

## **Parade Contact**

**Name:** \_\_\_\_\_ **Email:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

## **Ad Contact**

**Name:** \_\_\_\_\_ **Email:** \_\_\_\_\_ **Phone:** \_\_\_\_\_