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BONFIRE EVENT CO.

2022 PARTNERSHIP PACKET

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# BONFIRE EVENT CO.

Presented By

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**BONFIRE**

**EVENT CO.**

About Us & Meet The Team

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# ABOUT US

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Bonfire Event Co. was born out of a vision to create a company that produces true community driven event experiences, and takes an active role in the social and green initiatives that are important to us. We have a unique opportunity to be able and support the "shop small" and "shop local" movements at the same time as serving our neighbors through partnerships providing education, social services, and with those working towards a greener future

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## WHO WE ARE & WHAT WE DO

We firmly believe in the importance of strengthening and supporting the small businesses community, and the way we build our events is a reflection of that. We promise to be your allies and advocates and to help give you the resources that you need in order to be successful at any of the events that we produce. Our relationships with local businesses and organizations are equal partnerships, and it's only by working together that we will succeed.

Social responsibility is a core piece of who we are at Bonfire Event Co. We promise to be directly involved in projects that help support our neighbors and promote sustainability in our natural environment. Bonfire Event Co. is uniquely positioned to be able and bring people together in fun and engaging ways. We will use that platform to inspire and educate whenever possible.

Bonfires have historically been places of community, sustenance, and fellowship. We will never lose sight of that meaning, and our actions will be a reflection of those values.

## MEET THE TEAM

### JASON KIM

FOUNDER

Jay heads up the Bonfire team and brings a wide range of experience producing events throughout the metro area. After a successful career in Information Technology, he decided to shake things up and follow a path that was more meaningful to him. He brings a fresh vision that leverages a deep understanding of both technical and out-of-the-box solutions, in order to create event experiences that celebrate Colorado's diverse local business landscape. He is a purpose-driven problem solver who is passionate about supporting his community and working towards a more sustainable future. In his free time, you can find Jay hiking through Colorado's beautiful trails, head-down in his backyard garden, or trying out new recipes with all of the local goodies he finds at Bonfire events.



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### AIDAN WESTBROOK

OPERATIONS DIRECTOR

Aidan is entering his fourth year in managing farmers markets and specialty events. His background in engineering management and entrepreneurial ventures compliments his passion for grassroots community enrichment through the production of markets and pop-up events. He appreciates the team-oriented nature of event planning thanks to his time involved with international hockey. This remarkable young man is a competitive multi-sport athlete and author in his free time. He is also an avid F1 fan and would be happy to discuss the world of motorsports with you at any of our events!



# 2022 GOALS

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Given the unpredictable environment of 2020, we were still able to host a handful of recurring market events and three holiday events to keep participating vendors in business. We're thrilled to keep this momentum going into the new spectrum of environments throughout 2022!

We are actively pursuing potential Farmer's Market venues to run throughout a full season during the Spring/Summer of 2022.

In the meantime, we are assembling a multitude of specialty events and seasonal pop-ups between the Denver Metro Area and Colorado Springs.

Our goal is to generate a recognizable foundation for hosting well-organized, thoughtful, and unique specialty events as our proven concepts for the style of events we aim to develop in 2022 and beyond.

We look forward to working with partners ranging from public institutions to private landowners to help create memorable events to provide fun for everyone involved, and to give our wide network of vendors yet another avenue in which to expand their business' reach.

# ABOUT OUR MARKETS

## FARMER'S MARKETS

Farmer's Markets are weekly occurring events held on specific dates and times from May-October. These events offer a common place for confident local shopping for all grocery, craft, art, and packaged food needs. These events foster opportunities for locals to become regular patrons of their favorite vendors or explore new businesses. We've seen our markets serve as a wonderful place to bring family, friends, and even act as a rally point for excursions throughout the area.

## SPECIALTY EVENTS

These events are themed and occur over the course of specific dates and times usually for one day or longer. Things like Fall festivals, holiday markets, arts/crafts exhibits, openings of new locations, and other festivals will fall into this category. We bring another level of detail for these events as they may occur in a location separate from our Farmer's Markets. These events are all unique in that they either run as a stand-alone market or in conjunction with a specialized theme in partnership with our hosting venue.

**GROWERS/  
PRODUCERS**

**CRAFTERS/  
ARTESIANS**

**PACKAGED  
CONSUMABLES**

**SERVICE  
PROVIDERS**

Our markets have a range of vendors from the categories listed above. Farmer's Markets are anchored by a variety of produce growers and occasionally specialty ranchers. Specialty events require a curated selection of vendors appropriate towards the specific theme of the event. There will always be a wide range of handcrafted goods/ accessories, packaged food, bakers, artists, and services at all of our events.

## **PARTNERSHIP DETAILS**

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Supporting local businesses is a centerpiece of many communities. Colorado boasts plentiful opportunities for event coordinators to bring together visitors from near and far to enjoy gathering, fun, and commerce. We value our local growers and crafters who are passionate and determined to make their patrons happy and unique. Supporting an event company that builds community opportunity gains deeper strength from your contributions.

## **WHY SPONSOR AN EVENT COMPANY?**

Options and opportunities are what differentiates event companies from each other. While we all seek to find creative ways to unify a community market, we want to highlight Bonfire Event Co's diversity in our markets. We aim to start new annual traditions, create festivals for venues which have significant demand from their patrons, and develop the community market into an enjoyable and preferable place to shop locally.

Sponsoring Bonfire Event Co allows your allocation of meaningful resources to develop unique market themes, giveaway prizes, improving venue relations, promoting local businesses further. Adding fuel to the fire is the exact purpose of a bonfire, and the event itself only grows bigger with the strength of effort we develop within it.



## FUELING THE FIRE

HOW YOUR CONTRIBUTIONS WORK

### VENUE BOOKING

Help book new locations

### VENDOR SPONSORSHIP

Help a first-time vendor enjoy their first market experience

### PRIZE GIVEAWAYS

Enable raffles & random giveaways

### COMMUNITY DONATION

Ability to donate revenues to community organizations

### MARKETING EFFORTS

Increased foot-traffic and brand recognition

### EVENT ADDITIONS

Supplemental aesthetics and events for the market



**BONFIRE**  
EVENT CO.

## SPONSORSHIP DETAILS: WEEKLY MARKETS

**\$5,000**

**TITLE  
PARTNER  
(LIMIT 1)**

- "Name of market sponsored by\_\_\_\_" in the official name of the event.
- Specially curated gift basket inspired by the market vendors
- High frequency name inclusion in social media promotion leading up to the event
- Largest business branding on all Bonfire promotional materials.
- ***All sponsorship benefits from the Platinum level***

**\$3,000**

**PLATINUM  
PARTNER  
(LIMIT 2)**

- 2 complimentary booth spaces with prime placement weekly.
- 2 dedicated social media posts leading up to the event
- Large business branding on all Bonfire promotional materials
- Recognition and large size branding on email newsletter
- Company name inclusion as a sponsor in press release
- Logo inclusion on our website will link back to your business/organization

## SPONSORSHIP DETAILS: WEEKLY MARKETS

**\$1,500**

### **GOLD PARTNER**

- 1 complimentary booth space with prime placement twice a month.
- 1 dedicated social media post leading up to the event
- Medium sized branding on event staff t-shirt
- Medium branding on digital promotional materials
- Logo inclusion on our website will link to your business/ organization
- Recognition and medium branding on email newsletter

**\$750**

### **SILVER PARTNER**

- 1 complimentary standard booth space once per month
- Social media recognition leading up to the event
- Small sized branding on digital promotional materials
- Logo inclusion on our website will link to your business/ organization
- Recognition and small size branding on email newsletter
- Unmanned display of business marketing materials

### **IN-KIND PARTNERS**

We are happy to welcome partnerships in the form of accepting your goods & services for enhancing the event experience! We will treat our in-kind partners uniquely as each partner has a unique way of supporting our events. Please contact us for details.



## **THANK YOU FOR YOUR PARTNERSHIP**

With your partnership, Bonfire Event Company will achieve the performance and success we strive to display at all of our unique events. The funding, marketing materials, and knowledge provided by our donors drive our passion for connecting vendors and customers within an excellent venue.

In gratitude to our partners for their support, their company branding will be featured on our website, social media outlets, throughout our market, and at the day of the event.

Your organization will partner with our team that aims to grow into a thoughtful, detailed, and community driven event organizers in Colorado.

Our motivation comes from the trust you place in us to deliver value to you.

**THANK YOU FOR YOUR PARTNERSHIP**



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