

Outside Festival Proposal

Here's two options for your/CWC Boards consideration:

Option 1: 10x30 space in the Colorado Corner

Cost: \$30,000 – \$5,000 make-good from 2025 commitment = \$25,000 net

Option 2: 10x20 space in the Colorado Corner

Cost: \$20,000 – \$5,000 make-good from 2025 commitment = \$15,000 net

Included with either option:

Promotion

- Outside will send a social post prior to the launch of the festival as well as a post promoting the CWC program of events you come up with for Saturday and Sunday. 3 total posts to help drive folks to your space.
- Outside will place 2x foam boards with the CWC's program details in high-traffic locations (likely the entrance to the Colorado Corner + your booth, but we can discuss).

Designations

- CWC listed as an Official Sponsor of Outside Days Summer

On-Site Activation

- Right to distribute branded premiums and giveaways within your activation space or via roaming ambassadors on the festival grounds
- Right for brand ambassadors to engage with attendees and distribute messaging
- Outside will provide 3x 10x10 tents or fewer (your decision) and as many tables & chairs as requested to serve the program agenda you come up with

Digital Media

- Brand logo included on the Outside Days Summer website
- 10% of overall investment converts into media across the Outside network (choice of display, email, newsletter, video, etc.)

Tickets/Hospitality

- Mutually agreed-upon number of working passes for your volunteers to encourage people to volunteer

What CWC is responsible for:

- Creating the program agenda, all related supplies/materials to accommodate that agenda and staffing your space

I'm not sure if this helps however here's an idea of a program agenda you could proceed with:

All day nerf bow & arrow target shooting

Come by to pick up a nature scavenger hunt card and return it for a prize

1-2pm – Make masks of Colorado animals

2-3pm – Binocular training / scavenger hunt

3-4pm – Wildlife education station – bring in Colorado animals

4-5pm – Bring in a Colorado children's book author to read their book and sign copies afterwards

5-6pm – Fly tying or children's casting competition

Skys the limit for what you want to setup/do within your dedicated space

Key takeaways that other orgs at your spend between \$25-\$15k will not receive include:

- Outside will help to promote the agenda you create
- We'll agree on the number of working passes you'll need to staff your space