



Boulder County Restaurant Week

Sponsorship Prospectus

For the past 14 years, First Bite: Boulder County Restaurant Week has been at the forefront of bringing the Boulder County community together around our incredible dining scene. For nine days in November, more than 50 of the area's top restaurants will offer a special three-course prix-fixe dinner menu to the community. In 2018, the First Bite website was substantial – on average visitors spend nearly 3 minutes per menu page and 5 minutes total per session on the site. During Restaurant Week, we have more than 1700 visitors daily to the site. This year, we have a more robust marketing and PR campaign planned to continue to highlight the excellence in the Boulder County dining scene.

\$5000 Presenting Sponsor

RECOGNITION

- “Presented by” logo recognition on all marketing materials
- Logo recognition on website (78,940 page views in 2018)
- Logo recognition on promotional emails

ENGAGEMENT

- Ten (10) invitations to First Sip
- Two (2) tickets to a partner dinner during First Bite (TBD time/date)
- Two (2) gift cards (dinner for two) to a participating restaurant for giveaway from your social media network

ADVERTISING

- Three (3) dedicated social media posts on Facebook, Instagram and Twitter
- Web Banner on Front Page of First Bite Website (78,940 page views in 2018)
- Dedicated 1/4 Page Ad in the Daily Camera recognizing you as the presenting sponsor
- Headline feature in the promotional e-newsletter to all participating restaurants

EXCLUSIVE OPPORTUNITY

- Exclusive sponsor of our feedback survey card distributed to every diner
- Opportunity to provide a prize for feedback survey card drawing
- Recognition on email to post-event feedback survey respondents

\$1000 Flatirons Sponsor

RECOGNITION

- Logo recognition on all marketing materials
- Logo recognition on website (78,940 page views in 2018)
- Logo recognition on promotional emails

ENGAGEMENT

- Four (4) invitations to First Sip
- One (1) gift card (dinner for two) to a participating restaurant for giveaway from your social media network

ADVERTISING

- One (1) dedicated social media post on Facebook, Instagram and Twitter
- Feature in the promotional e-newsletter to all participating restaurants

\$500 Community Sponsor

RECOGNITION

- Logo recognition on all marketing materials
- Logo recognition on website (78,940 page views in 2018)
- Logo recognition on promotional emails

ENGAGEMENT

- Two (2) invitations to First Sip
- One (1) gift card (dinner for two) to a participating restaurant for giveaway from your social media network

ADVERTISING

- One (1) dedicated social media post on Facebook, Instagram and Twitter
- Exposure in the promotional e-newsletter to all participating restaurants

\$250 Supporting Sponsor

RECOGNITION

- Logo recognition on all marketing materials
- Logo recognition on website (78,940 page views in 2018)

ENGAGEMENT

- Two (2) invitations to First Sip

ADVERTISING

- Promotion on social media post on Facebook, Instagram and Twitter
- Exposure in the promotional e-newsletter to all participating restaurants