

A man with a full red beard and a red bandana is holding a large axe over his shoulder. He is wearing a plaid shirt. The background is a dark, out-of-focus forest.

LUMBERJACK FESTIVAL 2023



THE DETAILS

WHEN: SEPT 30 & OCT 1, 2023

WHERE: CLEMENT PARK AMPHITHEATER
LITTLETON CO

TIME: 12PM - 6PM

TICKETING



VIP

\$35



EARLY ENTRY
ACCESS TO THE BEER
GARDEN



STANDARD

\$20



ALL INCLUSIONS ON THE
NEXT SLIDE



KIDS

\$12



KIDS 3 AND UNDER ARE FREE

ACTIVATIONS

(INCLUDED IN TICKET PURCHASE)



AXE THROWING



ARCHERY



HAMMER TOSS



HAMMERSCHLAGEN



SAW CUT



LIVE
ENTERTAINMENT



PHOTOBOOTH



LIVE MUSIC



PETTING ZOO



FACE
PAINTING

ACTIVATIONS

(AVAILABLE FOR ONSITE PURCHASE)



BEER
TASTINGS



FULL
BAR



VENDOR
BOOTHS



FOOD
TRUCKS

CHAPTER

01

PRESENTED BY





ADELSKA EVENTS, BASED IN DENVER COLORADO, SPECIALIZES IN FESTIVAL MANAGEMENT. ADELSKA HAS A SUCCESSFUL TRACK RECORD OF DELIVERING SOLUTIONS TO HELP CLIENTS LAUNCH NEW FESTIVALS AND INNOVATE AND IMPROVE EXISTING FESTIVALS AS WELL.

ADELSKA HAS A REPUTATION FOR RECORD ATTENDANCE, SOLD OUT FIRST YEAR EVENTS, AND WINNER OF COLORADO FAMILY FAVORITE FESTIVAL 2022.

CHAPTER

02

ATTENDEES

ESTIMATED DEMOGRAPHICS

FAMILY FESTIVAL FOCUSED ON CATERING
TO A DIVERSE AUDIENCE

Age

55% - 21+
20% - 3 - 11
15% - 12 - 21
10% - 2 and under

Top Employment

Management
Sales
Financial
Construction

Income

Average Household Income - \$106k

Sex

51% - Female
49% - Male

Household

Family - 56%
Non Family - 44%

Marital Status

Never Married - 29.7%
Married - 49.45%
Divorced - 15.51%

Housing

Home Owner - 70%



CHAPTER

03

EVENT PROMOTION PLAN

WHY LUMBERJACK FESTIVAL?

As a sponsor of The Lumberjack Festival, your company will have the opportunity to reach a unique and engaged audience. Our mailing list is 3,500 strong and social boasts over 12k followers. You'll also be aligning your brand with the exciting and adventurous lifestyle of the lumberjack.

The festival is designed to provide families with an exciting and unique experience, that is unlike any festival in the Denver Metro area. We'll have lumberjack activities like axe throwing and sawing, live chainsaw artists producing works of art, petting zoo and other activities that are perfect for families looking for fun and adventure.

Additionally, there will be delicious food from local food trucks, brews from area breweries and live music from local bands that will keep the attendees entertained throughout the weekend.

As a sponsor, you'll have the opportunity to showcase your products or services to thousands of festival attendees, and we'll work closely with you to ensure that your selected sponsorship package meets your specific marketing goals. Whether it's through on-site branding, product demonstrations, or interactive activations, we'll help you make the most of your investment.

In addition, the festival will be heavily promoted through social media, flyers, and other marketing channels, ensuring that your brand will reach a wide audience and gain high visibility.

Your investment in our Lumberjack Festival will not only provide a unique and memorable experience for your target audience, but it will also align your brand with a lifestyle that is exciting, adventurous, and unique. We believe that this festival will be a great opportunity for your company to engage with a new and unique audience and increase your brand awareness.



EVENT PROMOTION

EMAIL CAMPAIGN

6 MONTH TARGETED EMAIL CAMPAIGN TO OUR MAILING LIST OF OVER 3,500 ENGAGED CUSTOMERS.

LOCAL MEDIA

WE WILL BE TAKING ON 2 MEDIA SPONSORS - ONE PRINT AND ONE RADIO IN EXCHANGE FOR PROMOTIONS. IN ADDITION, WE'LL BE DOING A PAID \$5K AD SPEND.

SOCIAL MEDIA

6 MONTH POSTING CAMPAIGN TO OUR 12K FOLLOWERS. ADDITIONALLY WE'LL BE DOING A \$25K AD SPEND.

INFLUENCERS

IN EXCHANGE FOR TICKETS, WE'LL BE PARTNERING WITH 15 AREA INFLUENCERS RANGING FROM MOM BLOGS TO "THINGS TO DO" TYPE FEATURES IN AN EFFORT TO REACH OUR FULL TARGET DEMOGRAPHIC

PRINT/DIGITAL MEDIA

A \$10K SPEND WITH DIGITAL & PRINT PUBLICATIONS SPECIFIC TO THE DENVER MARKET

MAILERS

10,000 AREA HOUSEHOLDS MEETING THE TARGET DEMOGRAPHIC WILL RECEIVE PRINT MAILERS HIGHLIGHTING THE EVENT

LOCAL PARTNERSHIPS

WE'LL BE WORKING WITH YOU, OUR SPONSORS, THE 50+ VENDORS WE'RE BRINGING ONSITE, AND LOCAL BUSINESSES TO ASSIST IN SOCIAL PROMOTION AND ONSITE FLYER POSTING

COMMUNITY CALENDAR

OUR TEAM TO ENSURE THIS EVENT IS LISTED ON EVERY DIGITAL EVENT CALENDAR IN THE METRO AREA RANGING FROM PARENT BLOGS TO TOURISM, LIKE VISIT DENVER

CHAPTER

04

WHY YOU SHOULD PARTNER WITH ADELSKA

WINNER OF THE 2022 FAMILY FESTIVAL
OF THE YEAR

INCREASED ATTENDANCE BY 50%

OVER 6,000 ATTENDEES (2022)

2021 ADELSKA TOOK A PREVIOUSLY
BREAKEVEN EVENT TO A 40% ROI

2022 - INCREASED TO A 140% ROI



PUMPKIN
HARVEST
FESTIVAL



HALLOWEEN HAUNT

SOLD OUT IN YEAR 1 (2022)

OVER 1,600 ATTENDEES



DICKENS: A FAMILY HOLIDAY EXPERIENCE

SOLD OUT IN YEAR 1 (2021)

OVER 1,500 ATTENDEES

OVER 300 ON WAITLIST



FAMILY EGG HUNT

SOLD OUT IN YEAR 1 (2022)

OVER 3,000 ATTENDEES

CHAPTER

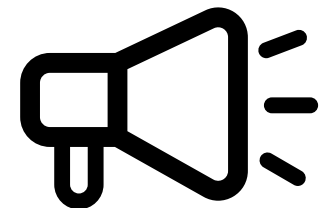
05

SPONSOR PACKAGES

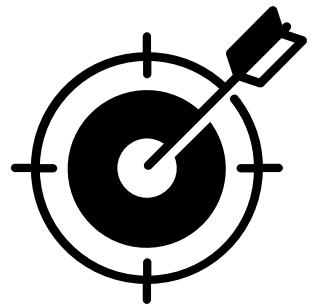
SPONSORING THE 2023 LUMBERJACK FESTIVAL IS A UNIQUE OPPORTUNITY TO REACH YOUR TARGET AUDIENCE, BUILD STRONG COMMUNITY TIES FOR YOUR BUSINESS AND BE INTIMATELY ASSOCIATED WITH ONE OF THE MOST ANTICIPATED INDEPENDENT EVENTS IN COLORADO.



PRESENTING SPONSOR
\$25,000



GRAND SPONSOR
\$10,000



ACTIVATION SPONSOR
\$5,000



IN-KIND SPONSOR
\$2,500



COMMUNITY SPONSOR
\$1,000



PRESENTING SPONSOR - \$25,000

We only have one best friend, and it would be you.

Your partnership is exclusive and your company would be the official presenter of the Lumberjack Festival 2023.

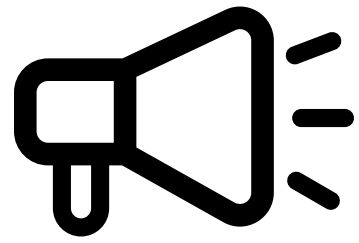
Your brand will be intimately associated with everything Lumberjack Fest related and will accompany all of the promotional materials. You'll also have access to all of the festival grounds, and a VIP beer garden.

Aside from being meaningfully associated with the city of Littleton's newest festival, what will you receive out of it?

Here's what we look forward to offering you:

PERKS

- Your company presents the Lumberjack Festival
- Your company's logo will be joined to the event logo
- Your company's logo displayed at the event
- Your company's logo displayed on the website
- Your company's logo will be mentioned in all ads
- Your company's logo on all merchandise
- Your company's name will be mentioned on all social media event pages
- Logo on festival recap video
- Opportunity to say a few words on stage and present the entertainer of your choice
- Opportunity to have a booth representing your company onsite
- Logo and link to your business on follow up email to all attendees
- 20 VIP tickets & 10 GA tickets
- 10 Parking passes



GRAND SPONSOR - \$10,000

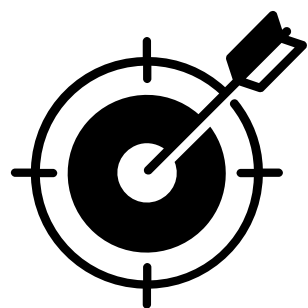
The stage is the backbone and heart of the event. All live music and entertainment will take place here.

During this 2-day festival, the stage will be the piece that ties the whole event together, where risk is rewarded and fun is born. This all happens because of you.

Aside from having your brand dominate the presentation of the festival's most anticipated moments, your company will receive these great perks:

PERKS

- Your company will be the main stage sponsor
- 10 VIP tickets
- 10 GA tickets
- 5 Parking passes
- Opportunity to announce, up to, 2 of the bands and say a few words on stage.
- Logo on printed photos at the photobooth
- Your logo on the website
- Your company's name will be mentioned on all social media event pages
- Opportunity to have a booth representing your company onsite



ACTIVATION SPONSOR - \$5,000

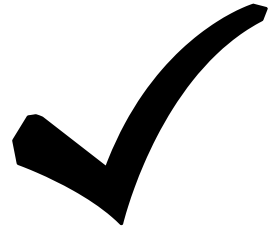
We believe in showcasing the mind blowing events that the people are coming to see! If that feeling gets you hyped, this one is for you.

As an activation sponsor, you get to select from any of the available activities to own with your brand. Who doesn't want to be associated with fun new experiences?

In addition to the mind blowing hype, your company will receive these great perks:

PERKS

- Your brand becomes the exclusive sponsor of activation of your choice. *Based on availability as this is first come, first serve.*
- 7 VIP tickets
- 10 GA tickets
- 2 Parking passes
- Your logo to appear on all signage associated with your activation
- Your company's name will be mentioned on all social media event pages
- Your logo to appear on the website
- Opportunity to have a booth representing your company onsite



IN-KIND SPONSOR - PRODUCT DONATION

\$2,500 Resale value minimum

We believe in showcasing the Colorado brands who hold it down for our state through their hard work and amazing products. We understand that every business looks different and are grateful for any support. If your business has products that could be used at any one of the activations or throughout the event, we would love to connect! Who doesn't want to be associated with screaming crowds?

In addition to the adoration of fans, your company will receive these great perks:

PERKS

- 5 VIP tickets
- 10 GA tickets
- 1 Parking pass
- Your logo to appear on all signage at stations associated with your brand
- Your company's name will be mentioned on all social media event pages
- Your logo to appear on the website



COMMUNITY SPONSOR - \$1,000

Community sponsors help ensure the Lumberjack Festival's success.

Your brand will be intimately associated with everything festival related and will gracefully accompany most of the promotional materials.

Your partnership will go towards all aspects of the festival from paying staffing to transforming the venue and turning it into a playground for kids and adults alike.

In exchange for your contribution, your company will receive the following perks:

PERKS

- 2 VIP tickets
- 4 GA tickets
- Your logo will appear on the website
- Shout out on social media to 12,000 + engaged followers
- Unlimited high fives!



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We collaborate with people and businesses who are driven by community, curiosity and discovery.

We believe that meaningful partnerships with fitting organizations make all the difference.

Get in touch and let's make this happen!