BRECKENRIDGE CREATIVE ARTS

Here, creativity rises above the usual and ordinary.

Whether you enjoy exhibitions of contemporary art, or fun-filled festivals where you can touch the artwork and become a performer yourself. Whether you want to take a class, attend a talk, see a film, tour public artwork or watch artists at work—we have something to ignite your imagination.

Breckenridge Creative Arts serves artists, creatives, cultural enthusiasts, visitors and residents with a year-round schedule of creative happenings throughout our picturesque mountain town—from the concert hall, local theaters and galleries we manage, to the Breckenridge Arts District, a campus of quaint historic structures that offers a full calendar of classes, workshops and open studios.

Here, nestled in a cozy valley under spectacular snow-capped peaks, we invite you to join us in the exchange of ideas, to collaborate and revel in creative community. It is our sincere hope that you, too, will find inspiration in this most unique of places..
PROFILE

Located in one of the top mountain resort destinations in the world, Breckenridge is a beautiful and historic Colorado town that attracts over a million visitors yearly. As an umbrella organization that promotes arts, culture and creative experiences, Breckenridge Creative Arts (BCA)—or BreckCreate for short—is responsible for the successful management of a series of programs, properties and partnerships that collectively animate and populate a cultural corridor in the heart of downtown Breckenridge. From quality performing and visual arts to the development of one of the region’s newest arts districts, BCA is a transformative force for Breckenridge and the greater Summit County community.

SPONSORSHIP PROGRAM

With a portfolio of unique partnership opportunities, Breckenridge Creative Arts is a high-profile property that offers turn-key events, targeted audiences, and relevant marketing platforms. Our sponsorship program is designed to help build brand awareness, drive traffic to your business, launch new products or services, and connect with your consumers in a scenic mountain environment full of creative and adventurous people.

Our program is divided into two investment categories, each of which offers an inventory of sponsorable assets.

- Presenting Sponsor $10,000+
- Supporting Sponsor $2,500+

Sponsors receive benefits such as frequent brand exposure through naming mentions on-site as well as in publicity and promotion; sales opportunities through sampling and display; fully integrated hospitality packages; and direct alignment with Breckenridge’s well-educated, high-income consumers and lucrative family market.

We invite you to browse our sponsorship kit to review opportunities, or contact us to create a customized package designed to meet your marketing objectives and budget.
DEMOGRAPHICS

Visitor Characteristics
Well-educated professionals
Affluent with disposable income
Interested in outdoor and active lifestyle
Environmentally-conscious consumers
Diverse, international and multicultural

Gender
- Male: 56%
- Female: 44%

Household Income
- < 25k: 8%
- 25k - 50k: 10%
- 50k - 100k: 28%
- 100k - 150k: 16%
- 150k - 200k: 14%
- 200k - 300k: 12%
- > 300k+: 12%

Age
- 18 - 24: 8%
- 25 - 34: 29%
- 35 - 44: 20%
- 45 - 54: 21%
- 55 - 64: 14%
- 65+: 8%

Family Status
- Single: 29%
- Couple, no children: 18%
- Couple, with children: 31%
- Empty Nesters: 22%

*Demographic information comes from the 2013 – 14 Breckenridge Visitor Survey, prepared by RRC Associates, Inc.*
SPONSORSHIP OPPORTUNITIES

BCA Core Programs

**Property #1**
**Fine Art and Studio Craft Curriculum**
Ongoing throughout 2019
A program that focuses on year-round education and enrichment on the Breckenridge Arts District campus, including classes, workshops and open studios in media such as painting, textiles, ceramics, metalwork, and more.
INVESTMENT: $25K (entire program) or $5K per medium/discipline

**Property #2**
**Artist-in-Residence Program**
Ongoing throughout 2019
A program that offers regional, national and international artists of all disciplines an opportunity to focus on process rather than product while engaging with the local community in a meaningful way. Visiting artists live and work for 4–8 weeks in the Breckenridge Arts District.
INVESTMENT: $25K (entire series) or $5K per individual residency

**Property #3**
**BCA Curates**
Ongoing through 2019
A program of temporary installations, interventions and art happenings within the Breckenridge Arts District and other public spaces; as well as the acquisition, conservation, and preservation of the growing Town of Breckenridge public art collection; and festivals, exhibitions, and special events that feature curated content.
INVESTMENT: $25K (entire series) or $5K per individual event

**Property #4**
**BCA Presents**
Ongoing throughout 2019
A program of ticketed concerts, lectures and performances with regional, national and international talent.
INVESTMENT: $25K (entire series) or $5K per individual event
SPONSORSHIP OPPORTUNITIES

BCA Festivals

BCA’s festivals are a series of innovative, multi-day events featuring massive spectacle art, environmental installations and cutting-edge new media.

Property #5

WAVE: Light + Water + Sound

May 30–Jun 2, 2019

A four-day festival featuring interactive artworks, temporary installations and musical performances in and around the Blue River Plaza, transforming the river, bridges and waterfront area into outdoor canvases and exhibition spaces.

INVESTMENT: $15K (title) or individual installations within the festival $2.5K–5K

Property #6

Street Arts Festival

July 4, 2019

An Independence Day event celebrating patriotism and old-timey fun, including outdoor installations, chalk art and other throwback activities with a contemporary twist. Presented in conjunction with the Town’s July Fourth weekend celebration.

INVESTMENT: $5K

Property #7

Breckenridge International Festival of Arts | BIFA

August 9–18, 2019

A 10-day program of extraordinary events in spectacular places and spaces across Breckenridge. Inspired by themes of environment and mountain culture, the multi-arts festival brings together an eclectic mix of music, dance, film, visual arts and family entertainment.

INVESTMENT: $25K (title) or individual attractions within the festival $5K–10K
SPONSORSHIP OPPORTUNITIES

BCA Festivals

Property #7a
Trail Mix, part of BIFA
August 9–18, 2019
Trail Mix combines art, music, hiking and biking along the beautiful paths and trails of Breckenridge through a series of free outdoor concerts and environmental installations.
INVESTMENT: $10K (entire series; 20 concerts)

Property #8
Dia de los Muertos
Oct 31–Nov 2, 2019
A three-day celebration of Day of the Dead featuring hands-on workshops, face painting, art installations and community-made altars on the Arts District campus.
INVESTMENT: $7.5K
SPONSORSHIP OPPORTUNITIES
BCA Exhibitions + Special Events

Property #9
Exhibition Program
Year-round
A contemporary series of seasonally rotating installations, events and interventions employing visual art, performance, film, digital media and social practice. Gallery spaces include Gallery@OMH, Gallery@BRK and Gallery@SBL. Admission is free.
INVESTMENT: $15K (title) or individual exhibitions $2.5-5K

Property #10
Second Saturdays for Families
Monthly; 2019
Explore the Arts District campus on the second Saturday of each month from 10am to 1pm. Start your adventure at Old Masonic Hall and set off on a creative journey.
INVESTMENT: $5K (series; 12 events)

Property #11
Handmade Holiday Market
Dec 7, 2019
A curated showcase of makers where guests can participate in DIY workshops with local artisans, tour open studios and celebrate contemporary craft and design. Presented in conjunction with the Lighting of Breckenridge.
INVESTMENT: $2.5K

Property #12
Sonic Lodge
Monthly; 2019
A monthly evening of live music and interactive art on the gallery floor. Experience the current exhibition at Gallery@OMH along with a mini-concert performed among the installations themselves.
INVESTMENT: $2.5K (full series, 4 events)
PRESENTING SPONSOR BENEFITS

$10,000+ INVESTMENT

Category Exclusivity:
• Industry category exclusivity.

Naming Rights:
• “Presented by” or “hosted by” sponsorship naming of select properties.

Advertising & Collateral Marketing:
• Logo or name mention on all property-specific advertising.

Email Blasts:
• Logo or name in all e-blasts promoting property or sponsored events.

Onsite Signage + Verbal Recognition:
• Logo or name prominently displayed at sponsored events.
• Name recognition as sponsor by stage emcees/PA announcements with multiple mentions on-site at all sponsored events.
• Opportunity for sponsor representative to be invited onstage to welcome guests at sponsored events.

Visibility on BreckCreate Website:
• Logo or name with link on all property-related event pages.
• Logo or name on BCA sponsor recognition page.

Tickets + Hospitality:
• Select quantity of premium tickets to sponsored events, if admission-based property.
• Onsite hospitality areas for select properties.
• VIP access opportunities to leverage in promotions for select properties.

Sampling & Display*:
• Opportunity to set-up a branded pop-up tent at all sponsored events to promote through onsite activation.
• Opportunity for product sampling and sales onsite for select products.
• Opportunity to distribute company coupons and literature at all sponsored events.

* Certain conditions and restrictions apply
SUPPORTING SPONSOR BENEFITS

$2,500+ INVESTMENT
Advertising & Collateral Material:
• Logo or name mention on all property-specific advertising.
• Logo or name in BCA’s tri-annual events catalog and annual report.

Email Blasts:
• Logo or name in all e-blasts promoting property or sponsored events.

Onsite Signage + Verbal Recognition:
• Logo or name prominently displayed at sponsored events.
• Name recognition as sponsor by stage emcees/PA announcements with multiple mentions on-site at all sponsored events.
• Opportunity for sponsor representative to be invited onstage to welcome guests at all sponsored events.

Visibility on BreckCreate Website:
• Name and logo with link on all property-related event pages.
• Name and logo with on BCA sponsor recognition page.
MORE INFORMATION

Please contact Robb Woulfe at 970 453 3187 ext 1, or robb@breckcreate.org to discuss our full range of partnership opportunities.

For more information about Breckenridge Creative Arts, please visit breckcreate.org.