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February 2021

**2020  
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**Dayle Boucher**  
*Office Mgr.*  
541-536-7821

Greetings!

2020 was a challenging year for everyone! We were heartbroken that our usual Frontier Days 4th of July Celebration was not able to happen ... BUT we were very pleased to be able to give as a gift to the community the "Blast The Virus!" special fireworks display on the 4th of July! This was accomplished because of our wonderful sponsors! Even with no event to publicize our sponsors and supporters, many of them came up with their usual donation dollars to make the fireworks display a reality. We cannot thank them enough, as the event gave a much needed boost to the community to get us thru this extraordinary year!

We are looking forward to producing our event again in 2021! Our 2019 inaugural event on the new grounds was a huge success and we were encouraged by the vision it gave us for the future of the land and Frontier Days. With this vision in our minds, we have not been idle. Volunteers have been busy working on the events grounds to accommodate more vendor parking and Midway area. Every year will be better and better.

As far as Covid restrictions, we plan on producing a very safe and respectful event and will adhere to all the regulations that are in place at the time.

We truly appreciate the support of our sponsors. Our event is such an important part of the La Pine economy, and the 2020 cancellation was a large financial hit to the organization. Fortunately we had monies set aside to develop the events land, and we were able to make it thru with that and the help of a couple of small grants.

Thank you for your consideration of sponsoring in 2021!



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La Pine Frontier Days is by far the single largest event in Newberry Country - and perhaps the largest 4th of July Celebration in State of Oregon! Since it's inception in 1976, it has grown into a 4 day premier event with many events within the main event ... Lawnmower Races, Woodcutter's Jamboree, Kid's Fish Pond ... and much more!  
We invite you to join the celebration as a sponsor of this La Pine Tradition!

### SPONSORSHIP LEVELS 2021

**TITLE SPONSOR - \$5,000+ (with 3 year commitment)** **GROCERY OUTLET (Opening for 1 more)**

**PRESENTING - \$3,000 - \$5,000**

Multiple banner placements; Logo on website and sponsor page of the Program Guide as well as on all letterhead, flyers, advertising and posters. PLUS ... 8 Woodcutter's Breakfast tickets

**PREMIER - \$1,000 - \$3,000**

Banner placement at the main stage area and event sponsored; logo on website; Sponsor page listing, logo on website, event applications and event pages in the program guide. PLUS ... 6 Woodcutter's Breakfast tickets.

**PLATINUM - \$750**

Banner at the event sponsored; logo on event applications and pages in Program Guide; listing on Sponsor pages. PLUS ... 4 Woodcutter's Breakfast tickets.

**GOLD - \$500**

Receives a banner at the event sponsored; logo on event applications and pages in Program Guide; listing on Sponsor pages. PLUS ... 2 Woodcutter's Breakfast tickets.

**SILVER - \$250 \* COPPER - \$125 \* FRIEND - \$100**

### ***SPONSORSHIP HIGHLIGHTS (not available at all levels)***

- ◇ Banners in the festival area - Platinum and below provided by sponsor; 3x8 banners for Premier, Presenting & Title provided by Frontier Days
- ◇ Posters & flyers and other printed advertising distributed to key points
- ◇ Radio ads running May thru June on KNCPFM107.3 (serving over 25,000 people La Pine to Sunriver)
- ◇ Ads in the Bend Bulletin - Plus ads on Bend AND Portland Radio!
- ◇ Weekly updates thru the La Pine Chamber of Commerce "Weekly Buzz"
- ◇ Representation thru Visit Central Oregon and Visit Bend
- ◇ Distribution of the Program Guide in Sunriver thru the Chamber of Commerce, and the six major property management companies (over 2500 homes in rental pool) plus distribution thru the Sisters & Madras Chambers of Commerce, as well as Eagle Crest, Seventh Mountain Resort, Tetherow Resort & Black Butte Ranch. Also distributed to all cascade lakes resorts & campgrounds.
- ◇ Booth space on the Midway (Premier, Presenting & Title Sponsors)

15,000 copies of the Program Guide are distributed along the I-5 corridor to Visitor's Centers and Chambers, and as inserts in the Wise Buys prior to the event thru over 300 distribution centers (9,000 copies)

Sponsor's Business Name: \_\_\_\_\_ Sponsor Level: \_\_\_\_\_

Business Representative: \_\_\_\_\_ Email: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Signature signifies agreement to this sponsorship level and agreement to be invoiced for level as indicated

\_\_\_\_\_  
Sponsor Representative

\_\_\_\_\_  
Date