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# 2020 Sponsorship Information

*For more information  
please visit us at*

*[www.windsorharvestfest.com](http://www.windsorharvestfest.com)*

# A Letter From the Chairman...

January 15, 2020

*Cello!*

Welcome to the 99th Annual Windsor Harvest Festival held in Windsor, Colorado on Labor Day weekend, September 5th through September 7th, 2020.

As we prepare for this, the 99th anniversary of the Windsor Harvest Festival, we would like to extend our sincerest gratitude to our generous sponsors from 2019. Without the help of all our wonderful sponsors, this great community event would not be possible. As always, we can't wait to make this year's Festival better than ever and we look forward to working with you to help achieve that goal.

The 2020 Windsor Harvest Festival kicks off Saturday, September 5th with a morning of hot air balloon flights at Eastman Park and an afternoon and evening of food, drink and music with the Town Barbeque at Boardwalk Park. Our annual Saturday Night Street Dance and Concert will follow the barbeque and will feature a stellar musical act that will be announced soon. The night will wrap up with an extravagant firework display over Windsor Lake. The activities will switch to Main Park on Sunday, September 6th and Monday, September 7th where there will be over 200 arts & crafts and commercial booths as well as a large selection of food vendors. The entertainment stage will be rocking with more local bands, demonstrations and exhibitions and there will be plenty of rides and games for the kids! The parade on Monday (dubbed Northern Colorado's largest!) promises to wrap up the weekend in our favorite way!

The Windsor Harvest Festival Committee would like to extend to you the opportunity to participate in this exciting community event. Numerous sponsorship opportunities are available with each designed to provide a full spectrum of marketing visibility for your company. We invite you to visit our website at [www.windsorharvestfest.com](http://www.windsorharvestfest.com) and click on the "Sponsors" tab to take a closer look at our sponsorship form.



Sincerely,

Casey Johnson  
Chairman  
Windsor Harvest Festival



## Windsor Harvest Festival Scholarship...

The Windsor Harvest Festival Scholarship was initially introduced in 1989 as a way to reward graduating high school seniors attending Windsor High School who maintain excellent grades participate in community service. The scholarship assists with the costs of tuition or books for the winning student or students attending their first year of any accredited 2-year or 4-year college, university, junior college or trade school located within the State of Colorado. Over the last 30 years the Windsor Harvest Festival has awarded nearly \$100,000 in funding to students. The fund is managed by The Community Foundation, a 501(c)(3) organization.

## Thank You, Windsor!

The Windsor Harvest Festival Committee is proud to coordinate *Windsor Now's Reader's Choice Favorite Event!*

Thank you to the Town of Windsor, and all of our sponsors to help make this the biggest (and best) year yet!

Come celebrate with us this Labor Day weekend!



# Our 2019 Sponsors...



# Our 2020 Sponsorship Levels...

## Title Sponsorship Level—\$5500 - \$10,000

- Includes all benefits of Gold Sponsorship Level plus additional booth spaces and parade entries as requested
- Tickets for 10 to our backstage party during the Street Dance and Concert
- Exact benefits depend on level of participation

## Gold/Fireworks/Stage Sponsorship Level—\$2500

- Your logo on our sponsorship page at [www.windsorharvestfest.com](http://www.windsorharvestfest.com), our sponsorship banner, and all printed advertising.
- **CHOOSE YOUR FIREWORK COLOR!**
- 1 parade entry
- 4 booth spaces
- 4 on-stage announcements per day
- Your banner displayed on our entertainment stage all weekend
- Hot air balloon ride for 2 (weather permitting)

## Silver/Fireworks/Hot Air Balloon Sponsorship Level—\$1250

- Your logo on our sponsorship page at [www.windsorharvestfest.com](http://www.windsorharvestfest.com), our sponsorship banner, and all printed advertising.
- **CHOOSE YOUR FIREWORK COLOR!**
- 1 parade entry
- 2 booth spaces
- 2 on-stage announcements per day
- Hot air balloon ride for 2 (weather permitting)

## Bronze Level—\$500

- Your logo on our sponsorship page at [www.windsorharvestfest.com](http://www.windsorharvestfest.com), our sponsorship banner, and all printed advertising.
- 1 parade entry
- 1 booth space

## Iron Level—\$300

- Your logo on our sponsorship page at [www.windsorharvestfest.com](http://www.windsorharvestfest.com), our sponsorship banner, and all printed advertising.
- 1 parade entry

## Basic Level—\$150

- Your logo on our sponsorship page at [www.windsorharvestfest.com](http://www.windsorharvestfest.com)

### Boardwalk Park 100 North 5th Street



- Information Booth
- First Aid
- Restroom
- Parking
- Fireworks
- All Town BBQ
- Entertainment Stage
- Swiss Stack
- Bingo Tent
- Beer Garden Tent
- Home & Garden Show
- Kid's Ride
- Horse Show
- Volleyball
- Pickle Hockey
- Windsor Cricket
- T-shirt & Balloon Launch
- Arts & Crafts Booth
- Food Booth
- Commercial Booth
- Street Dance at 5th & Main Street

### Main Park 300 Locust Street



### Eastman Park 7025 Eastman Park Drive



### Windsor Map Overview



## Harvest Festival Beginnings...

Windsor's Harvest Festival is one of our community's most anticipated annual events. From the live music and fireworks to the parade, the Harvest Festival is a time to gather as a community and celebrate Windsor's past and present.

Labor Day festivities have occurred in Windsor since 1921, however the celebrations have not always been known as the *Harvest Festival*.

The Labor Day festival tradition began with the *Carnival of Progress* in 1921, when Windsor became the first town in Weld County to have a paved street. Upon the completion of the two paved blocks of Windsor's Main Street, the town held a *Carnival of Progress* to celebrate. A full day of events, including a decorated auto parade and grand masked ball were held on the newly paved road. Men, women and children enjoyed an airplane exhibition and rides, egg and balloon races, a tug of war competition, and bronco busting.

After the *Carnival of Progress*, the annual celebration continued from 1922 to 1941, and was known as the *Labor Day Carnival*. The carnival was suspended for seven years during the Second World War, but when it returned it was dubbed the *Harvest Festival*.



History and photos courtesy the Windsor Art and Heritage Center.

