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**WINDSOR  
HARVEST FESTIVAL**

**2021  
Sponsorship  
Information**

# A Letter From the Chairman...

March 1, 2021

*Cello!*

Welcome to the 99th Annual Windsor Harvest Festival held in Windsor, Colorado on Labor Day weekend, September 3rd through September 5th, 2021.

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 and 2020. 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.

As last year's festival, like so many other events, was cancelled due to the Covid-19 pandemic, we are working to make this year's Festival more memorable than ever before. The Harvest Festival Committee and volunteers look forward to safely welcoming you back to all of our events. We are excited to work with you and our community to provide another incredible weekend of celebration and while we are beyond hopeful to host a full weekend of events, please know that we will be following all health and safety guidelines, which may force us to delay or make changes some of our regularly planned events and schedule.

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.

We hope that you and your family remain safe and healthy in 2021. We are excited to see you again on Labor Day weekend!



Sincerely,

Casey Johnson  
Chairman  
Windsor Harvest Festival



# Our 2019 & 2020 Sponsors...





## 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 2021 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)

## 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.

### Boardwalk Park 100 North 6th Street



- Information Booth
- First Aid
- Restrooms
- Parking
- Fireworks
- All Town BBQ
- Entertainment Stage
- Swim Beach
- Bingo Tent
- Beer Garden Tent
- Home & Garden Show
- Kids Ride
- Horse Show
- Volleyball
- Roller Hockey
- Windsor Critique
- Hot Air Balloon Launch
- Arts & Crafts Booths
- Food Booths
- Commercial Booths
- Street Dance at 6th & Main Street
- Parade Route west on Walnut, South on 7th St. to Eastman Park

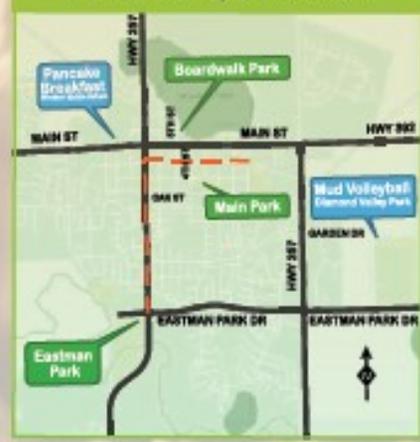
### Main Park 300 Locust Street



### Eastman Park 7026 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.

