



2022 PARTNERSHIP OPPORTUNITIES





SEPTEMBER 23-25, 2022

CHILE FESTIVAL PARTNERSHIP INTRO

Partnership Benefits for the 28th Annual Chile & Frijoles Festival

A MESSAGE TO OUR FESTIVAL PARTNERS

FROM THE GREATER PUEBLO CHAMBER OF
COMMERCE AND VISIT PUEBLO

The Pueblo Chile & Frijoles Festival is BIG Business for the Pueblo community, driving visitor spending and creating sales tax revenue. The Greater Pueblo Chamber and Visit Pueblo Convention would like to extend a sincere "Thank You" for supporting the 28th Annual Chile & Frijoles Festival.

Your support allows us to promote what a great place Pueblo, Colorado is to live and conduct business. We hope you join in on the magic of Historic Downtown Pueblo. Nobody does GREEN CHILE Harvest Celebration like Pueblo!



Chile Fest Partners with Pueblo Community

All Packages Include:

Thank you for your interest in being a sponsor of the 28th Annual Chile and Frijoles Festival! This exciting event draws thousands of people to the Pueblo area and offers unique marketing opportunities.

28th Annual Chile & Frijoles Festival, September 23-25, 2022

- Estimated attendance 150,000 over the 3 days
- Festival Footprint will cover the size of 10 city blocks
- 4 Entertainment venues with over 50 different acts
- 180 Street Vendors
- Jalapeño Eating Contest
- Culinary Demonstrations
- Commercial and Amateur Chili & Salsa Showdown
- Farmers Market Featuring Pueblo Chilies
- Complimentary Shuttle to and from Midtown Parking lot to festival
- \$5 Admission, Children 12 & Under Free



- Chihuahua Parade
- Folklorico Dance Exhibitions

State & National Exposure

Signage & Media Exposure

State Wide Logo Recognition in Print Materials

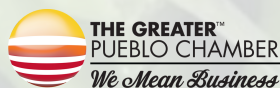
Festival Promotion

Display Space/Retail Selling Space

**Let us Customize a Partnership Package
that works for you!**

Contact: Donielle Kitzman

719.542.1704 | donielle@pueblochamber.net





September 23-25, 2022

Become an Official Chile Fest Community Partner!

When your business signs up to become a gate sponsor, you help to invest in your community and create an economic impact. This marketing investment will allow your business to be seen by thousands as you welcome potential customers into the festival!



Logo rights for the year.

Promote your company with gate banner and signage.

Most creative Chile Fest T-Shirt Contest.

Minimum 3 volunteers tending gate at all times (Cashier, Counter, Stamper)

We encourage company social media engagement.

Company Swag welcomed. No Selling of any products.

Sponsors will be allowed to bring one additional table.

Festival access all weekend.

There will be a daily award for best corporate spirit!

Sponsors must provide their own gate volunteers. (21 or older)

\$200 a Day or \$500 for 3 Days

Sign up TODAY!

avad@pueblochamber.net

719.542.1704 INFO@PUEBLOCHAMBER.NET FESTIVAL.PUEBLOCHAMBER.ORG [@PUEBLOCHILEFESTIVAL](https://www.instagram.com/PUEBLOCHILEFESTIVAL)



FARMERS MARKET

Fresh roasted Pueblo Chile is the Star of the show in the Farmers Market area! Chile and other local produce & products available straight from the farmer.

\$5,000

- Title Sponsorship of the Farmers Market area.
 - Digital, Social Media, Radio and Print Advertising
 - Specialty Street Signage (Provided by Sponsor)
 - Logo Included on Official Poster
 - Logo Included on Festival T-shirt
 - Logo Included on 75,000 Entertainment Guides
 - 30 Second Commercial Announcements at each of the Entertainment Tents
 - 3 Day Sponsor Passes
 - Optional 10'x10' Booth During All 3 Days of Festival
-

ENTERTAINMENT TENT

Take your business center stage when you sponsor a festival entertainment tent & beer garden showcasing over 50 local acts over 3 days.

\$7,500

- Digital Social Media, Radio and Print Advertising
 - Specialty Street Signage (Provided by Sponsor)
 - Logo Included on Official Poster
 - Logo Included on Festival T-shirt
 - Logo Included on 75,000 Entertainment Guides
 - 30 Second Commercial Announcements at each of the Entertainment Tents
 - 3 Day Sponsor Passes
 - Optional 10'x10' Booth During All 3 Days of Festival
-

PUEBLO CHILE ACADEMY

Promoting local food systems & farm to table options, featuring agricultural displays, educational food talks, live recipe demonstrations & samples.

\$4,000

- Digital Social Media, Radio and Print Advertising
 - Stage Signage During Event (Provided by Sponsor)
 - Logo Included on Official Poster
 - Logo Included on Festival T-shirt
 - Logo Included on 75,000 Entertainment Guides
 - 30 Second Commercial Announcements at each of the Entertainment Tents
 - 3 Day Sponsor Passes
 - Optional Sponsor Spotlight During Program Event
-

CHIHUAHUA PARADE

Chihuahuas & Friends strut their stuff in this wildly popular pooch parade & costume contest.

- Digital Social Media, Radio and Print Advertising
- Stage Signage During Event (Provided by Sponsor)
- Logo Included on Official Poster
- Logo Included on Festival T-shirt
- Logo Included on 75,000 Entertainment Guides
- 30 Second Commercial Announcements at each of the Entertainment Tents
- 3 Day Sponsor Passes
- Optional Judging and Emcee Opportunities
- Optional sponsor Spotlight During Program Event

\$2,500

JALAPEÑO EATING CONTEST

Contestants compete to see who can stand the heat and eat the most jalapeños in a timed contest. Muy Caliente!!

- Digital Social Media, Radio and Print Advertising
- Stage Signage During Event (Provided by Sponsor)
- Logo Included on Official Poster
- Logo Included on Festival T-shirt
- Logo Included on 75,000 Entertainment Guides
- 30 Second Commercial Announcements at each of the Entertainment Tents
- 3 Day Sponsor Passes
- Parking Passes
- Optional Judging and Emcee Opportunities
- Optional Sponsor Spotlight During Program Event
- Optional Vendor Space

\$6,500

CHILI & SALSA SHOWDOWN

Who will be this years Chile Champion with cash & bragging rights on the line? Commercial & Home Cook categories in Red & Green Chili and Salsa.

- Digital Social Media and Print Promotions
- Signage and Live Mention at the Event
- Optional 10'x10' Booth During All 3 Days of Festival
- (10) 3 Day Sponsor Passes

\$5,000

EVENT

PARTNERSHIPS

CHILE SHUTTLES

Brand your business name and logo on the Midtown Chile Shuttles that take thousands of patrons to and from the festival.

- Digital, Radio and Print Advertising Leading up to Festival
- Business Name Displayed on Chile Shuttles
- Logo Included on Festival Poster
- Logo Included on Festival T-shirt
- Logo Included on 75,000 Entertainment Guides
- (15) 3 Day Sponsor Passes

\$7,500

GOLF CARTS

Chile Express Shuttle Carts move customers & Spicy cargo all weekend long throughout the festival.

- Logo on Chile Express Golf Carts
- Logo Included on Festival Poster
- Logo Included on Festival T-shirt
- Logo Included on 75,000 Entertainment Guides
- (5) 3 Day Sponsor Passes

CHILE EXPRESS CARTS - \$2,000

FESTIVAL TEAM CARTS - \$1,000



DON'T FORGET THE FRIJOLE CAMPAIGN

You can't have the festival without the frijole! This campaign is designed to shine the spotlight on the frijole through:

- Video Content - ideas including History of Pinto Bean production in Pueblo, Behind the Bean Scene, From Field to Table, etc.
- 2 Recipe Videos with Local Chefs
- Giveaways from Local Farms

All videos will be promoted digitally on dedicated social media pages and websites. Sponsorship also includes digital and print promotion and signage at the festival.

SPONSORSHIP | \$1,500

FARMSTAND WEEKEND EVENTS

Each Saturday in September, leading up to the Festival, we set up at two featured farm stands to do live promotion, giveaways and interviews with local farmers. Customers learn tips from the experts and information about locally sourced produce/products.

Sponsorship will include digital and print promotion, as well as signage and live mentions at the event.

ENTIRE PACKAGE - 3 WEEKENDS, 6 LOCATIONS | \$3,000
PER WEEKEND - 2 FARMSTANDS | \$1,200
PER FARM STAND | \$750

FEATURED RESTAURANT VIDEOS

These videos will feature local Pueblo restaurants that offer Pueblo Chile inspired dishes. They will include 3 minute videos complete with an interview with the owner or chef, dish demonstration, and promotion of the restaurant.

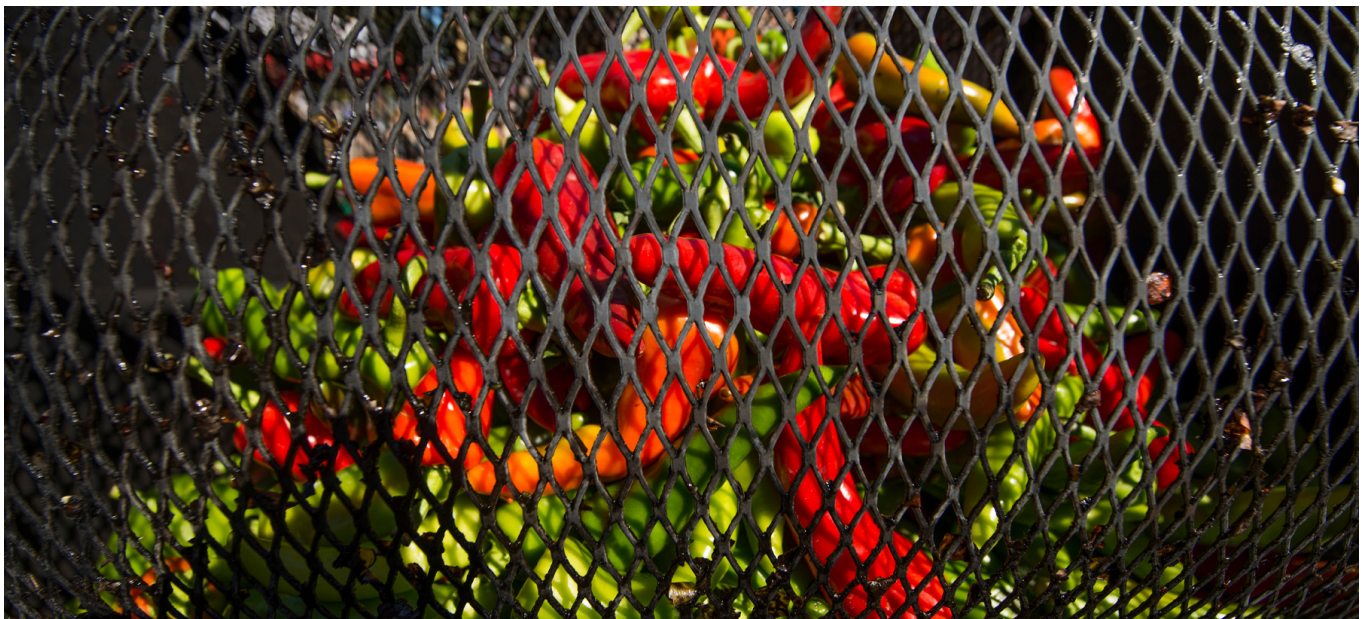
Sponsorship includes:

- 15 Second Sponsor Spotlight in intro
- Lower 1/3 Static Banner with Business Information in video
- Distribution on digital platforms including social media and designated websites.
- All videos will live minimum 1 year period on designated digital platforms

PER VIDEO | \$750

4 VIDEO PACKAGE | \$2,800

FULL 9 VIDEO PACKAGE | \$5,000



SOCIAL MEDIA HANDLES



Pueblo Chile & Frijoles Festival

@pueblochilefestival

Facebook Followers: **22,353+**



Greater Pueblo Chamber of Commerce

@greaterpueblochamber

Facebook Followers: **7,277+**

TikTok Views: **54,800+**



Visit Pueblo

@visitpueblo

Facebook Followers: **2,888+**

Instagram Followers: **3,084+**



Chile Growers Association

@pueblochile

Facebook Followers: **4,029+**



Visit Colorado

@visitcolorado

Instagram Followers: **204,000+**



WEBSITE



PUEBLOCHILEFESTIVAL.COM

Aug 1, 2021 - Oct 1, 2021

Website Analytics Summary

Data From Google Analytics

Users

39,148

↑ 909.2%

Sessions

55,941

↑ 1,048.2%

Pageviews

82,728

↑ 1,127.8%

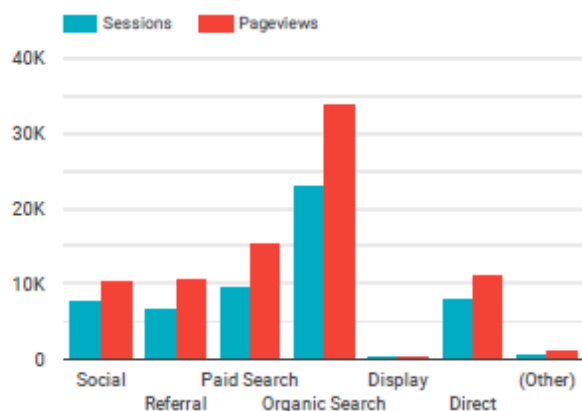
Bounce Rate

76.7%

↓ -3.5%

Which channels are driving engagement?

Goal: Engaged Users



What are the top cities by sessions?

City	Region	Sessions
Denver	Colorado	17,066
Colorado Springs	Colorado	12,361
Pueblo	Colorado	7,720
Dallas	Texas	2,444
Aurora	Colorado	1,044
(not set)	Colorado	957
Pueblo West	Colorado	585
Lakewood	Colorado	520
Canon City	Colorado	504
Thornton	Colorado	370
Centennial	Colorado	341

1 - 20 / 1469

What are the top visited pages?

Page	Avg. Time on Page
1. /	00:03:06
2. /2021-festival-details/	00:02:15
3. /chihuahua-parade-registration/	00:01:25
4. /news/	00:00:21
5. /chili-and-salsa-showdown/	00:01:06
6. /registrations/	00:00:23
7. /vendor-application/	00:03:40
8. /2021-chihuahua-parade-friends-registra...	00:01:02
9. /chile-storage-and-safety/	00:02:08

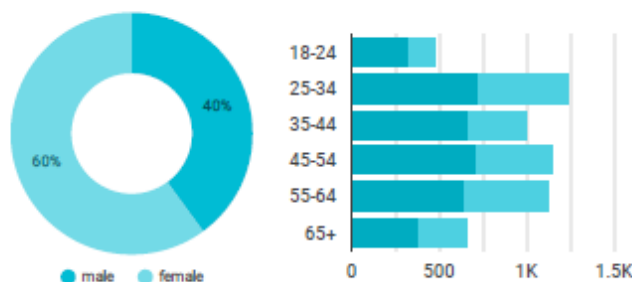
Referral Traffic Analysis

Source traffic sessions with average session length

Source / Medium	Sessions	Avg. Session Duration
google / organic	19,927	00:01:14
google / cpc	9,564	00:01:11
(direct) / (none)	8,041	00:00:59
colorado.com / referral	4,674	00:01:19
m.facebook.com / referral	3,543	00:00:22
denverpost / social	2,020	00:00:26
bing / organic	1,577	00:01:11
l.facebook.com / referral	1,331	00:01:00
yahoo / organic	849	00:01:31
duckduckgo / organic	650	00:01:36
KKTV / Takeover	574	00:00:41
lm.facebook.com / referral	422	00:00:43
kktv.com / referral	396	00:01:01
denverpost / display	359	00:00:07
9news.com / referral	207	00:01:10
kdvr.com / referral	198	00:01:42
krdo.com / referral	192	00:00:37

Engagement by Age & Gender

1 - 100 / 5155



DIGITAL ADVERTISING OPPORTUNITIES

SITE	AD SIZE
VISIT PUEBLO	2 728X90 BANNERS
PUEBLO CHILE GROWERS NEWS/RECIPES PAGE	728X90 1 EA. 300X600 300X25
PUEBLO CHILE GROWERS DIGITAL MAP	2 728X90 BANNERS
PUEBLO CHILE & FRIJOLES FESTIVAL	2 728X90 BANNERS

PRICING

	3 MONTH	6 MONTH	1 YEAR
728X90	\$750	\$1,250	\$2,250
300X600	\$500	\$750	\$1,250
300X250	\$300	\$500	\$750

**FOR MORE INFORMATION ON SPONSORSHIP OPPORTUNITIES OR TO
BECOME A SPONSOR CONTACT THE CHAMBER AT**



719-542-1704



INFO@PUEBLOCHAMBER.NET