



PRESENTED BY **T FIBER**

**31ST ANNUAL**

**PUEBLO CHILE & FRIJOLES FESTIVAL**

**September 19-21, 2025**



# **PARTNERSHIP OPPORTUNITIES**



PRESENTED BY **T FIBER**

PUEBLO

**CHILE &  
FRITOLES**

FESTIVAL

SEPTEMBER 19-21, 2025

# CHILE FESTIVAL PARTNERSHIP INTRO

Partnership Benefits for the 31st Annual Pueblo Chile & Frijoles Festival

## A MESSAGE TO OUR FESTIVAL PARTNERS

FROM THE GREATER PUEBLO CHAMER 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 and Visitors Bureau would like to extend a sincere "Thank You" for supporting the 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 a GREEN CHILE Harvest Celebration like Pueblo!



PRESENTED BY 



# PUEBLO CHILE FEST PARTNERS WITH THE PUEBLO COMMUNITY

Thank you for your interest in being a sponsor of the 31st Annual Pueblo Chile and Frijoles Festival! This exciting event draws thousands of people to the Pueblo area and offers unique marketing opportunities.

## 31ST ANNUAL PUEBLO CHILE & FRIJOLES FESTIVAL SEPTEMBER 19-21, 2025

**\$8 ADMISSION, CHILDREN 12 & UNDER FREE, ACTIVE MILITARY W/ID FREE**

- *Chihuahua & Friends Parade*
- *Jalapeño Eating Contest*
- *Commercial and Amateur Chili & Salsa Showdown*
- *Folklorico Dance Exhibitions*
- *Kids Corner*
- *Culinary Demonstrations*
- 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
- Farmers Market Featuring Pueblo Chilies
- Complimentary Shuttle to and from Midtown Parking lot to festival
- National Media Exposure

## LET US CUSTOMIZE A PARTNERSHIP PACKAGE THAT WORKS FOR YOU.

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**719.542.1704 | [danny@pueblochamber.net](mailto:danny@pueblochamber.net)**



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September 19-21, 2025

# Become an Official Pueblo Chile Fest Community Partner



## DRONE SHOW

Prepare to be amazed as thousands of drones perform together, to light up your logo across the open sky. This will grab the attention of all attendees.

## FRIDAY & SATURDAY NIGHT

**2 AVAILABLE**

### TITLE SPONSOR \$80,000

- Digital, Radio and Print Advertising Leading up to Festival
- (2) Logos in Drone Show Routine
- Logo Included on Festival T-shirt
- Logo Included on 75,000 Entertainment Guides
- (50) 3 Day Sponsor Passes
- 20 VIP Experience Passes

### SUPPORTING SPONSOR \$40,000

- Digital, Radio and Print Advertising Leading up to Festival
- (1) Logo in Drone Show Routine
- Logo Included on Festival T-shirt
- Logo Included on 75,000 Entertainment Guides
- (25) 3 Day Sponsor Passes
- 10 VIP Experience Passes

## VIP EXPERIENCE TENT

**TITLE SPONSOR \$8,500**

When you sponsor the VIP Experience Tent, you receive access to top-tier networking with all of our high-end sponsors. Our VIP Experience Tent offers a comfortable and relaxing environment for sponsors to mingle alongside complimentary food and beverages all, weekend long.

- Digital Social Media, Radio and Print Advertising
- Specialty Tent Signage (Provided by Sponsor)
- Step & Repeat Signage on Tent Fencing
- 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
- Optional 10'x10' Booth During All 3 Days of Festival
- 20 VIP Experience Passes (Includes Gate Admission for 2 People)



## ENTERTAINMENT TENTS

**4 AVAILABLE**

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

**TITLE SPONSOR \$8,000**

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

## JALAPEÑO EATING CONTEST

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

**TITLE SPONSOR \$6,500**

**SUPPORTING SPONSOR \$3,000**

- Digital Social Media, Radio and Print Advertising
- Stage Signage During Event (Provided by Sponsor)
- Logo Included on Festival T-shirt
- Logo Included on 75,000 Entertainment Guides
- 30 Second Commercial Announcements at each of the Entertainment Tents
- (10) 3 Day Sponsor Passes
- Optional Judging and Emcee Opportunities
- Optional Sponsor Spotlight During Program Event
- Optional Vendor Space
- 6 VIP Experience Passes

- Digital Social Media, Radio and Print Advertising
- Logo Included on Festival T-shirt
- Logo Included on 75,000 Entertainment Guides
- (5) 3 Day Sponsor Passes
- Optional Sponsor Spotlight During Program Event
- Optional Judging Opportunities

## 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. On average we host over 140 entries and 500 attendees the day of the awards ceremony.

**TITLE SPONSOR \$5,000**

**SUPPORTING SPONSOR \$2,500**

- Digital Social Media and Print Promotions
- Signage and Live Mention at the Event/Awards
- Optional 10'x10' Booth During All 3 Days of Festival
- (10) 3 Day Sponsor Passes
- 5 VIP Experience Passes
- Optional Judging and Stage Time at the Awards Ceremony

- Digital Social Media and Print Promotions
- Signage and Live Mention at the Event/Awards
- (5) 3 Day Sponsor Passes
- Optional Judging Opportunities



**FARMERS MARKET**

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

**TITLE SPONSOR \$5,000**



- Digital, Social Media, Radio and Print Advertising
- Specialty Street Signage (Provided by Sponsor)
- Logo Included on Official Festival T-shirt
- Logo Included on 75,000 Entertainment Guides
- 30-Sec Commercial at Each Entertainment Tent
- (10) 3 Day Sponsor Passes
- Optional 10'x10' Booth During All 3 Days of Festival
- 5 VIP Experience Passes

**SUPPORTING SPONSOR \$2,500**

- Digital, Social Media, Radio and Print Advertising
- Logo Included on Official Festival T-shirt
- Logo Included on 75,000 Entertainment Guides
- (5) 3 Day Sponsor Passes

**PUEBLO CHILE ACADEMY**

Promoting Pueblo's culture, heritage and foods, featuring agricultural displays, educational food talks, live recipe demonstrations and cultural entertainment.

**TITLE SPONSOR \$5,000**

- Digital Social Media, Radio and Print Advertising
- Stage Signage During Event (Provided by Sponsor)
- Logo Included on Festival T-shirt
- Logo Included on 75,000 Entertainment Guides
- 30-Second Commercial at Each Entertainment Tent
- (10) 3 Day Sponsor Passes
- Optional Sponsor Spotlight During Program Events
- 5 VIP Experience Passes

**SUPPORTING SPONSOR \$2,500**

- Digital Social Media, Radio and Print Advertising
- Stage Signage During Event (Provided by Sponsor)
- Logo Included on Festival T-shirt
- Logo Included on 75,000 Entertainment Guides
- (5) 3 Day Sponsor Passes
- Optional Sponsor Spotlight During Program Event

**CHILE SHUTTLES | AVAILABLE SPONSORSHIPS**

*In 2024, 10,785 people were transported to the festival over three days*

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

**TITLE SPONSOR \$5,000**

- Digital, Radio and Print Advertising Leading up to Festival
- Business Name Displayed on Chile Shuttles
- Logo Included on Festival T-shirt
- Logo Included on 75,000 Entertainment Guides
- Promotional Materials in Bus Optional- The Bus Driver Given Logo Hat Provided by Sponsor
- (10) 3 Day Sponsor Passes

**SUPPORTING SPONSOR \$2,500**

- Digital, Radio and Print Advertising Leading up to Festival
- Business Name Displayed on Chile Shuttles
- Logo Included on Festival T-shirt
- Logo Included on 75,000 Entertainment Guides
- (5) 3 Day Sponsor Passes



**VIDEO BOARD**

Your logo will be prominently featured on a 10' x 10' digital billboard that scrolls festival details, ensuring visibility to festival attendees throughout the entire weekend.

**2 AVAILABLE**

**TITLE SPONSOR \$7,500**

**\*3 Year Commitment Includes Truss Banner**

- Logo on video board, every 3 minutes during full loop
- Logo Included on Festival T-shirt
- Logo Included on 75,000 Entertainment Guides
- (10) 3 Day Sponsor Passes
- 5 VIP Experience Passes

**SUPPORTING SPONSOR \$3,500**

**\*3 Year Commitment Includes Truss Banner**

- Logo on video board, every 5 minutes during full loop
- Logo Included on Festival T-shirt
- Logo Included on 75,000 Entertainment Guides
- (10) 3 Day Sponsor Passes
- 5 VIP Experience Passes

**CHIHUAHUA & FRIENDS PARADE**

Chihuahuas & Friends strut their stuff in this wildly popular pooch parade & costume contest. On average we host over 75 parade entries and 500 parade attendees.

**TITLE SPONSOR \$5,000**

- Digital Social Media, Radio and Print Advertising
- Stage Signage During Event (Provided by Sponsor)
- Logo Included on Festival T-shirt
- Logo Included on 75,000 Entertainment Guides
- 30 Second Commercial Announcements at each of the Entertainment Tents
- (10) 3 Day Sponsor Passes
- Optional Judging and Emcee Opportunities
- Optional sponsor Spotlight During Program Event

**SUPPORTING SPONSOR \$2,500**

- Digital Social Media, Radio and Print Advertising
- Stage Signage During Event (Provided by Sponsor)
- Logo Included on Festival T-shirt
- Logo Included on 75,000 Entertainment Guides
- (5) 3 Day Sponsor Passes
- Optional Judging and Emcee Opportunities
- Optional sponsor Spotlight During Program Event

**GOLF CARTS | HIGH VISABILITY**

Chile Express Shuttle Carts move customers & staff all three days.

- Logo on Chile Express Golf Carts
- Logo Included on Festival T-shirt
- Logo Included on 75,000 Entertainment Guides
- Logo signage will be placed on each cart
- Sponsor Provided Logo Hat for Drivers Chile Express Carts only
- (5) 3 Day Sponsor Passes

**CHILE EXPRESS CARTS - \$2,500**

**\*CUSTOMER TRANSPORTATION CARTS**

**FESTIVAL TEAM CARTS - \$2,500**

**\*CHAMBER EMPLOYEE CARTS**



## 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 - options include History of Pinto Bean production in Pueblo, Behind the Bean Scene, From Field to Table, etc. for restaurant chefs promotions.
- Recipe Videos with Local Chefs
- Giveaways from Local Farms
- Logo Included on Festival T-shirt
- Logo Included on 75,000 Entertainment Guides
- Lower third banner logo placement throughout video
- Available on Chile Fest website/ Share Pueblo through July 2026

All videos will be promoted digitally on dedicated social media pages and websites.

**SPONSORSHIP | 4 VIDEO SERIES | \$5,000**  
**SPONSORSHIP | 1 VIDEO SERIES | \$2,500**

## FARMSTAND WEEKEND EVENTS

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

**Aug. 30- Pueblo Chile Day at the CO State Fair w/free Chile Wrap giveaways.**

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

**ENTIRE PACKAGE - 2 WEEKENDS + PUEBLO CHILE DAY AT THE CO STATE FAIR | \$3,000.00**

**Farm Stand Dates:** Pueblo Chile Day Aug. 30, Sept. 6 and Sept. 13

**ONE WEEKEND | \$1,200.00**





# BALLOON FESTIVAL

## \$1,500 - \$10,000 Levels all Receive

- Sponsor Name on Balloon Basket Banner
- Advertising in Balloon Fest printed program & online publications
- Friday night meet & greet with the balloon pilots & crew
- After flight tailgate

## \$1,500 Level - Mild

- Hot air balloon ride for 2 people (**weather permitting**)
- Company Logo on Balloon Fest banners at main gates of Chile Festival & launch field
- 4 each 3 day passes to the Chile and Frijole Festival & 2 Pueblo Chile Balloon Fest t-shirts

## \$2,500 Level - Spicy

- Hot air balloon ride for 3 people (**weather permitting**)
- Medium Company Logo on Balloon Fest banners at main gates of Chile Festival & launch field
- 6 each 3 day passes to the Chile and Frijole Festival & 3 Pueblo Chile Balloon Fest t-shirts
- Digital, Social Media, Radio and Print Advertising
- Logo included on Official Poster, Festival T-shirt & 75,000 Entertainment Guides

## \$5,000 Level - Hot

- Hot air balloon ride for 4 people (**weather permitting**)
- Large Company Logo on Balloon Fest banners at main gates of Chile Festival & launch field
- Ability to place your own banners on the launch field and Chile Festival
- 8 each 3 day passes to the Chile and Frijole Festival & 3 Pueblo Chile Balloon Fest t-shirts
- Digital, Social Media, Radio and Print Advertising
- Logo included on Official Poster, Festival T-shirt & 75,000 Entertainment Guides

## \$10,000 Level - Fire Breathing

- Hot air balloon ride for 8 people (**weather permitting**)
- Large Company Logo on Balloon Fest banners at main gates of the Chile Festival & launch field
- Ability to place your own banners on the launch field and Chile Festival
- 16 each 3 day passes to the Chile and Frijole Festival & 4 Pueblo Chile Balloon Fest t-shirts
- Prominent Digital, Social, Radio and Print Advertising
- Logo included on Official Poster, Festival T-shirt & 75,000 Entertainment Guides

## \$300 - \$1,000 Levels all Receive

- Digital & Social Media – t-shirts – Name on Field Signs – Tickets to the Pueblo Chile & Frijoles Festival



## Gate Partnership

When your business becomes a gate sponsor, you contribute to the vitality of your community. This investment not only supports local initiatives but also provides your business with valuable visibility, reaching thousands as you welcome guests to this cherished tradition.



## Chile Fest Gate Details

- ▶ Supports corporate volunteer and giveback initiatives with community service hours.
- ▶ Promote your company with volunteer t-shirts, gate signage and promotional materials. \*No sales allowed
- ▶ Minimum 3 volunteers tending gate at all times.
- ▶ Sponsors have the option to provide their own quality staff or volunteers to help promote your organization.
- ▶ Volunteers will receive a 1-day gate pass per shift.

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

# SOCIAL MEDIA



**OVER 1.3 MILLION DIGITAL IMPRESSIONS**

August 1-September 30, 2024

**677,700 VIEWS**  
**568,000 REACH**

**68,200 PAGE VISITS**  
**42,600 ENGAGEMENT**



**Pueblo Chile & Frijoles Festival**  
@pueblochilefestival  
Facebook Followers: **30,000+**



**1,600 PAGE FOLLOWS**



**Visit Pueblo**  
@visitpueblo  
Facebook Followers: **9,000+**  
Instagram Followers: **6,649+**  
Instagram Views: **144,000+**



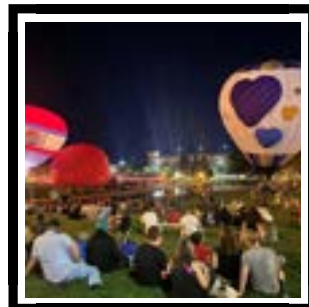
**Greater Pueblo Chamber of Commerce**  
@greaterpueblochamber  
Facebook Followers: **11,000+**  
TikTok Views: **500,000+**  
TikTok Likes: **16,000+**



**Visit Colorado**  
@visitcolorado  
Facebook Followers: **782,000+**



**Chile Growers Association**  
@pueblochile  
Facebook Followers: **5,900+**



# 2024 DIGITAL HIGHLIGHT

## General Website Stats: July 1 - September 23

111,489 sessions  
48,997 engaged sessions  
43.95% engagement rate

**Top cities driving traffic:** Denver, Pueblo, Colorado Springs, Englewood, Phoenix, Aurora, Dallas, Fort Collins, Lakewood

**Top states referring traffic:** Colorado, Arizona, Montana, New Mexico, Texas, Utah, California, Idaho, Wyoming

## Top pages in order of most sessions to least

- Homepage
- Passes/tickets
- Plan
- Hot Air Balloon Flyover
- Maps
- FAQ
- Farmers Market Chile Roasting
- Chihuahua Parade
- Salsa Showdown
- Jalapeno Contest
- Applications
- 2024 Kick Off Party
- Magic Show

## Digital Ads Summary Highlights

- YouTube ads brought 138,342 impressions, 3,254 clicks to the website with a click through rate of 2.35%.
- Facebook paid posts brought in 3,025 sessions with engagement of 25.12%.
- Google search ads brought in 2,293 sessions with 15.7%. Denver Post campaign brought 1,811 sessions with a 38% engagement rate.
- KKTV brought 297 sessions with an engagement rate of 29.29%
- Share Pueblo Events calendar brought 242 sessions with 62.4% engagement
- Other traffic referrals: KOAA.com, UCHealth.org, aspire-tours.com, krdo.com, 5280.com, gazette.com.

## NFL AD STATS

**Total Impressions:** 113,905  
**Total clicks to website on air:** 1032 per day over 30 days  
**Total off air clicks to website:** 660 per day over 30 days

## FESTIVAL REACH

# 47 STATES & 13 COUNTRIES

