



## FEATURED SPONSORSHIP LEVELS:

### SUPPORTING - \$2,500

- Complimentary activation space/vendor booth for Fri-Sun and/or onsite sampling
- Logo on social media and print ads
- Prominently featured logo/link on The Carnation Festival website
- Logo on Top Sponsors signage on site

### CONTRIBUTING - \$1,000

- Onsite sampling opportunities
- Logo/link on The Carnation Festival website
- Logo on social media posts
- Sponsor signage on site

### CARNATION - \$500

- Logo/link on The Carnation Festival website
- 1 social media post
- Option to display your own banner on site

# WHEAT RIDGE CARNATION Festival

**Event:** August 8-10, 2025 at Anderson Park in Wheat Ridge, Colorado

[www.thecarnationfestival.com](http://www.thecarnationfestival.com)

[info@thecarnationfestival.com](mailto:info@thecarnationfestival.com)

About

# THE WHEAT RIDGE CARNATION FESTIVAL

The Wheat Ridge Carnation Festival began in 1969 when the city of Wheat Ridge was first incorporated. It features one of the oldest and longest running parades in the state of Colorado. The name of the festival honors the slogan “Carnation Capital of the World” that was given to the area long ago when Wheat Ridge and the surrounding area produced most of the nation’s carnation flowers! During the 1960’s, a bouquet of fresh carnations was delivered to the White House every Monday morning and displayed in the front foyer with a card stating: “With compliments to our nation’s capital, Wheat Ridge, Colorado, Carnation City.”

The Carnation Festival continues to celebrate the city’s heritage and bring the community together each year in August for an annual end of summer celebration. As it enters its 56th year, the Carnation Festival will be re-energized with several new elements that create even more “Festival Fun” for attendees. The Carnation Festival, Inc. is a registered 501c3 non-profit, volunteer organization with the sole purpose of producing the Annual Wheat Ridge Carnation Festival for the benefit of the community and numerous non-profit and service groups in Wheat Ridge, CO.



**56<sup>th</sup> Annual**  
**Wheat Ridge**  
**Carnation**  
**Festival**

**3 Full Days**  
**August 8-10**  
**2025**

**Anderson Park**  
**44<sup>th</sup> Ave. & Field St.**

FESTIVAL  
ADMISSION IS **Free**

[TheCarnationFestival.com](http://TheCarnationFestival.com)





# SPECIAL FEATURES

The three-day annual festival features ongoing live music on the main stage, a large beer garden and an expanded food court with specialty food vendors. The Festival features a full size carnival with games, rides, and delicious concessions including the famous funnel cake! Also featured is the famous spaghetti dinner (both nights), two nights of fireworks, as well as local vendors, merchandise, and fantastic fun! Be sure to check out the Fine Art Show, Grand Parade and the Big Wheels on the Farm Car Show! We typically see 30,000 attendees throughout all three days of the event.

## Main Attractions



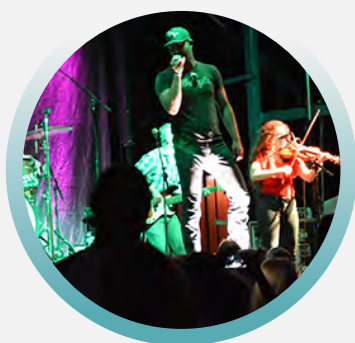
FIREWORKS



PARADE



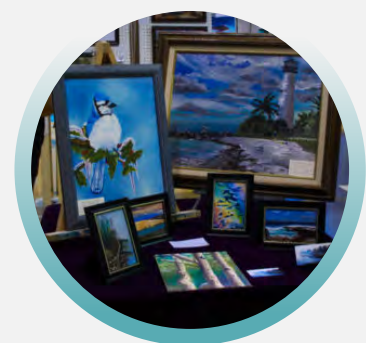
CARNIVAL



LIVE MUSIC



CAR SHOW



ART SHOW

One of the favorite attractions of the Carnation Festival is two nights of spectacular fireworks.

# 2025 SPONSORSHIP OPPORTUNITIES

INDUSTRY EXCLUSIVITY	PREMIER \$10,000	OFFICIAL \$5,000	SUPPORTING \$2,500	CONTRIBUTING \$1,000	CARNATION \$500	FRIEND OF \$250
<b>ACTIVATION AND DISPLAYS * All subject to agreement</b>						
Complimentary activation space/vendor booth for Fri-Sun and at Parade.	*	*				
Complimentary activation space/vendor booth for Fri-Sun (festival grounds only)			*			
Onsite sampling	*	*	*	*		
Festival will consider partial sponsorship in-kind donations	*	*				
<b>WEBSITE</b>						
Recognition as top sponsor in press releases and announcements	*	*				
Prominently featured logo/link on The Carnation Festival website until end of the year	*	*	*			
Logo/link on The Carnation Festival website until end of the year				*	*	*
<b>SOCIAL MEDIA * Over 80,000 reach across multiple platforms</b>						
Dedicated, multi-channel social media posts	10	8	4	2	1	
1x Integrated Facebook post with link to Sponsor's Facebook page or website	*	*	*	*	*	*
<b>YOUR LOGO IN ADVERTISING AND EMAIL BLASTS</b>						
Web and social media ads	*	*	*			
Local print advertising	*	*	*			
Logo on primary email blasts	*	*	*	*		
<b>YOUR LOGO ON PRINTED COLLATERAL AND EVENT SIGNAGE</b>						
Logo on Carnation Festival commemorative item (eg t-shirt)	*					
Prominently featured on all event promotional and collateral printed materials	*	*				
Supporting recognition in select printed collateral materials and promotions			*			
Contributing recognition in select printed collateral materials and promotions				*		
2x over-the-street banners over 38th Ave (4weeks - 18,000 impressions per day)	*	*				
2x music stages	*	*				
Top sponsors banner	*	*	*			
Parade route signage (and grandstand mention at all band introductions)	*	*	*			
Official event poster to be distributed locally	*	*	*	*		
Program sponsor signage	*	*	*	*		
Display of 1 banner provided by sponsor					*	*
Festival program/map distributed before and during event	*	*	*	*	*	*
<b>HOSPITALITY</b>						
Spaghetti Dinner (both Friday and Saturday)	12	8	6	4	2	
Beer/Beverage Tickets (both Friday and Saturday)	12	8	6	4	2	
Carnation Festival Commemorative Poster	*	*	*	*	*	*

**Supporting Sponsor Programs:** Parade, Beverage Tents, Car Show, Fireworks

**Contributing Sponsor Programs:** Art Show, Spaghetti Dinner, Chili Cook Off, Pancake Breakfast, Pie Contest, Shuttles