



# LOCO for LOCAL

## Evening Farmers' Market at

## The Sangre de Cristo Arts Center

### Sponsorship Levels

#### Marketing Working for You:

Stories/Advertisements in:

- That's Natural!
- PULP
- The Pueblo Chieftain
- The Huerfano Journal
- The La Junta Tribune
- The Colorado Springs Independent

Radio Campaign on KCSJ 590 & KRCC (15-25 spots per week, and guest on the programming schedule)

Co-Sponsored Billboard with the Sangre de Cristo Arts & Conference Center (SDCACC)

Co-Sponsored Banner on Main Theater building (with SDCACC)

Listings for Farmers' Markets on All Community Calendars & Farmers' Market Sites

Advertising & Links on [www.ThatsNatural.info](http://www.ThatsNatural.info)

Announcements from MC at every Farmers' Market

PR Campaign will include press releases to all area print publications, PSAs to all local radio stations, and a live remote with Rev 89.5, live remote with KCSJ, and media coverage from various television stations.

State-of-the-Art Facebook and Twitter Campaign that will extensively reach the online resources for our community.

Target Audiences: Baby-Boomers/Generation Xers/Moms and Families - all who want to support the Local Community and Economy, while learning about Sustainability.

#### Gold Level (\$5,000)

- Signage at the Event
- Logo on All Marketing Materials
- Named as Sponsor on All Radio Ads
- Booth Space for Every Week
- Company Banner with Logo for Your Place of Business
- Logo on Banners for Event
- Advertising on Digital Marquees
- Announcements throughout music-broadcast at EVERY market (8 weeks)
- 1/2 Page Ad in That's Natural! for July-August Issue
- Dedicated Ad and Link on That's Natural! Website

#### Silver Level (\$2,500)

- Signage at the Event
- Logo on All Marketing Materials
- Booth Space for Every Week
- Dedicated 1/2 Page Advertisement in That's Natural!
- 1/4 Page Ad in That's Natural! for July-August Issue
- Link on That's Natural! Website

#### Bronze Level (\$1,000)

- Booth Space for Every Week
- Logo on Selected Marketing Materials
- 1/8 Page Ad in That's Natural! for July-August Issue
- Link on That's Natural! Website

An Event From:

### That's Natural! Marketing

[www.ThatsNatural.info](http://www.ThatsNatural.info)

PO Box 1476 Pueblo, CO 81002

719-252-1763



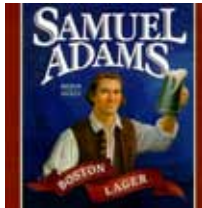
# LOCO for LOCAL

## Evening Farmers' Market AT THE SANGRE DE CRISTO ARTS CENTER

Every Thursday Evening from 5:00PM - 8:30PM



Sampling Specialty Beers Every Week  
from these Fine Companies



### Featuring Delicious Fare From...

Fresh Breads & Pastries  
Hanagan Farms  
A Wren's Nest Farm  
Cattleman's Choice Beef  
Medina Farms  
And More!!!

### AND Community Partners & Businesses...

Sustainable Fort Carson  
Pueblo Performing Arts Guild  
Pueblo Recycling Park  
And More!!!

### Music Every Evening!

Sound brought to you by  
Middle of Nowhere Event and Sound

### An Event From: That's Natural! Marketing

For More Information Call:

Steve Thompson, Event Coordinator: 515-707-1490

Tisha Casida, Publisher: 719-252-1763

### Events Held Every Week...

**July 15th** -

Pueblo Bikers United &  
School-Supply Run for Youth in Need

**July 22nd** -

Military Appreciation Day

**July 29th** -

Restaurant Showdown

**August 5th** -

Pueblo Performing Arts Guild Showcase

**August 12th** -

Clowning Around

**August 19th** -

Sustainability Day

**August 26th** -

Cattle Auction & Contra Dance

**September 2nd** -

To Be Announced...

**September 30th** -

Harvest Fest

Single-Stream Recycling  
Provided at EVERY Market by  
**WE RECYCLE!**



### Sustainability Booth

Southern Colorado is LEADING THE WAY with Sustainable Enterprises and Supporting LOCAL economic development. Come check out all of the organizations that are working hard to create a Sustainable Future for our Communities!

Above events sponsored by:



NEW MEXICO ART MARKET QUARTERLY

Mrs. Brown's Clowns &  
AIM HIGH ENTERTAINMENT



To Whom It May Concern:

Our premier evening Farmers' Market in 2009 was a huge success - over 14,000 people attended! Thousands more saw our signage as they drove along I-25, First Street, and Santa Fe Avenue, the busiest and most visible downtown streets in Pueblo! With over 34 vendors we are the largest Farmers Market in Southern Colorado from Colorado Springs to the New Mexico Border! In 2010, we expect even more vendors and Sponsors! We offer Radio, Television and Billboard promotion of our event and tie in with local non-profit organizations to help co-promote awareness of the diverse cultural awareness of arts, performing arts, and sustainability-organizations in Southern Colorado. We welcome you to participate in 2010!

As a sponsor, you will benefit from an extensive marketing and PR campaign – done by the experts – our marketing and media staff that have a combined 25-plus years of experience. Our planned marketing campaign includes:

- Stories/Print-Advertisements in:
  - That's Natural!
  - PULP
  - The Pueblo Chieftain
  - The Huerfano Journal
  - The La Junta Tribune
  - The Colorado Springs Independent
- Radio Campaign on KCSJ 590 & KRCC (15-25 spots per week)
- Co-Sponsored Billboard with the Sangre de Cristo Arts & Conference Center
- Co-Sponsored Banner on Main Theater building (with SDCACC)
- Live Announcements from the MC during the Farmers' Market every week
- PR Campaign that will include press releases to all area print publications, PSAs to all local radio stations, live remotes with local radio stations, and media coverage from local news-stations.
- Dedicated Advertisements and Links on That's Natural's website: [www.ThatsNatural.info](http://www.ThatsNatural.info)
- A State-of-the-Art Facebook and Twitter Campaign that will extensively reach the online resources for our community.

Our target audiences include: Baby-Boomers/Generation Xers/Moms and Families - all who want to keep their dollar here in the Community and learn about Sustainability. Please see the additional sheet for specific benefits of sponsorship. We look forward to working with you to support our community and build our local economy.

Sincerely,

Tisha T. Casida

That's Natural! Marketing & Consulting  
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