



BRAZILIAN CARNIVAL IN THE ROCKIES!

The Boulder Samba School is excited to present the *sixth* annual Colorado Brazil Fest (CBF 2017), a four-day celebration of Brazilian music, dance, and culture! CBF 2017 will be held in Boulder, Colorado, the weekend of August 3-6, 2017.







With attendance exceeding 1,800 annually at each of the first four festivals, CBF 2017 promises to eclipse that number and feature even more internationally acclaimed Brazilian performing artists as well as the region's finest musicians, dancers, teachers, and vendors, offering attendees an exciting interactive showcase of Brazilian music, culture, and traditional cuisine.

The Boulder Samba School (www.BoulderSambaSchool.org) is a **non-profit organization** that promotes the rich heritage of Brazilian culture through music and dance performances, classes, workshops, and outreach events. We believe that Brazilian music provides a powerful vehicle to unite people through playing, singing, dancing, and celebrating together.

We are seeking sponsors for CBF 2017. As a member of the Boulder County Arts Alliance (BCAA, a 501c3 organization), sponsor contributions to the festival are **tax-deductible**. To become a sponsor, please email us at ColoradoBrazilFest@Gmail.com.

For updated schedules and additional information of the festival, please visit the Colorado Brazil Fest website at www.ColoradoBrazilFest.com.

Colorado Brazil Fest Program Highlights

-  Brazilian percussion and dance classes for adults and children of all skill levels taught by locally and internationally renowned Brazilian teachers
-  Performances by internationally renowned artists from Brazil as well as local bands, and local dance groups
-  Samba drumming and dancing parade on the Pearl Street Mall by **Bateria Alegria**
-  Evening Concert with local bands **Dexter Payne Quintet** (choro, Brazilian jazz, forró) and **Michele Castro Quartet** (samba, MPB) at Dazzle at Baur's
-  A grand show at **The Fox Theater** featuring performances by Bahian vocalist and master **Dandha da Hora**, samba master **Ronaldo Andrade**, Colorado's samba band **Ginga**, percussion ensemble **Bateria Alegria**, and dance performances by local dance groups
-  A traditional Brazilian BBQ with live samba music by **Ronaldo Andrade** and **Ginga**, for all ages at **Boulder Beer**

Why Sponsor Colorado Brazil Fest?

Exposure: Attendance in previous years' workshops and performances exceeded 1,800 with participants coming from diverse local communities. Events are held in highly visible venues in Boulder such as The Fox Theater, Shine Restaurant & Gathering Place (downtown Boulder), and Pearl Street Mall. This year, we are also expanding to downtown Denver, adding a concert at Dazzle Jazz (at Baur's). Sponsors are offered the unique opportunity to market their products/services and promote their brands to an ever-expanding audience of individuals eager to be part of the musical and cultural scene in Colorado.

Community Outreach: The Colorado Brazil Fest brings together a large, diverse group of Brazil enthusiasts. Sponsoring the Colorado Brazil Fest is a great way to demonstrate your organization's commitment to community engagement and cultural diversity.




























Reach New Markets: The Brazilian music scene has grown dramatically in recent years. In the last four and half years alone, Boulder Samba School and local bands such as Ginga and Sambadende have performed for a combined audience of 25,000+. Our fans are typically between 21-65 years of age, with college or graduate degrees, middle-to-upper income, well-traveled, and often multi-lingual and multi-cultural. Colorado Brazil Fest sponsors have the

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unique opportunity to capitalize on the growing interest in Brazilian culture of this demographic.

CBF SPONSORSHIP LEVELS


IN-KIND SPONSOR	<ul style="list-style-type: none">  We welcome in-kind sponsors! In-kind sponsors will be recognized at corresponding sponsor levels (listed below), based on the market value of donated products or services.
PRESENTING SPONSOR \$3,800 (terms negotiable)	<ul style="list-style-type: none">  Presentation rights (“Annual Colorado Brazil Fest presented by...”)  Opportunity to address audience at the Fox Theater show  Spoken recognition by the event emcees at all performances and workshops  Logo displayed on: <ul style="list-style-type: none">  Print promotion: CBF flyers and CBF ads in outlets such as Boulder Weekly, Daily Camera, and West Word  CBF website (www.coloradobrazilfest.com) with link to your website  Display of your own banner at shows  Promotion at every Boulder Samba School Performance & through social media leading up to CBF  5 all-access passes
GOLD SPONSOR \$2,500 (terms negotiable)	<ul style="list-style-type: none">  Spoken recognition by the event emcees at all performances and workshops  Logo displayed on: <ul style="list-style-type: none">  Print promotion: CBF flyers and CBF ads in outlets such as Boulder Weekly, Daily Camera, and West Word  CBF website (www.coloradobrazilfest.com) with link to your website  Display of your own banner at shows  Promotion at every Boulder Samba School Performance & through social media leading up to CBF  3 all-access passes
SILVER SPONSOR \$1,500	<ul style="list-style-type: none">  Logo displayed on: <ul style="list-style-type: none">  Print promotion: CBF flyers and CBF ads in outlets such as Boulder Weekly, Daily Camera, and West Word  CBF website (www.coloradobrazilfest.com) with link to your website  6 single show passes
BRONZE SPONSOR \$800	<ul style="list-style-type: none">  Logo displayed on: <ul style="list-style-type: none">  CBF website (www.coloradobrazilfest.com) with link to your website  4 single show passes
FRIENDS OF CBF \$400	<ul style="list-style-type: none">  Logo displayed on: <ul style="list-style-type: none">  CBF website (www.coloradobrazilfest.com) with link to your website  2 single show passes

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BENEFITS SUMMARY CHART

REWARDS	PRESENT	GOLD	SILVER	BRONZE	FRIEND
Presentation rights	X				
Address audience at Boulder Theater Show	X				
Spoken recognition by emcees	X	X			
Logo on print promo (posters, flyers, etc.)	X	X	X	X	
Logo on CBF website	X	X	X	X	X
Own banner display at shows	X	X			
Promo at Boulder Samba School performances & through social media	X	X			
All-access passes	5	3			
Single show passes			6	4	2
Merchant table	Negotiable				

 Merchant table available at selected workshop and show venues. Please indicate your interest in the application form



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2017 CBF Sponsorship Application

Please email this form to ColoradoBrazilFest@gmail.com

Company/Organization Name: _____

Company/Organization Website: _____

Company/Organization Contact Person Name: _____

Contact Title: _____

Contact Email: _____

Contact Phone: _____

Contact Cell Phone or Event Day Number: _____

Sponsorship Position 1st choice: Presenting Gold Silver Bronze Friend

Sponsorship Position 2nd choice: Presenting Gold Silver Bronze Friend

I am interested in donating services or products (please describe):

I am interested in selling (please describe and indicate if you might be interested in a merchant table):

Additional comments and requests: