



## BRAZILIAN CULTURE IN THE ROCKIES!


The Boulder Samba School is excited to present the 7<sup>th</sup> annual Colorado Brazil Fest Concert Series. This year the festival concerts will happen in August 10-12, and 2 events in September, with most events happening in Boulder, CO.


With attendance exceeding 1,600 annually at each year, CBF 2018 promises to expand 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](http://www.BoulderSambaSchool.org)) is a 501(c)3 **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.


For updated schedules and additional information of the festival, please visit the Colorado Brazil Fest website at [www.ColoradoBrazilFest.com](http://www.ColoradoBrazilFest.com).

## Colorado Brazil Fest Program Highlights

 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** and local dance groups **Samba Colorado**, **Capoeira Canavial**, **Luciana da Silva** and **Bella Diva** (Aug 10). Video from previous event: <https://youtu.be/MmSLgSl2rmg>

 Evening Concert with renowned **Guitarist Alessandro Penezzi** (Aug 11) Video from previous event: <https://youtu.be/aR8dZ6Hp7Sw>

 A traditional Brazilian BBQ with live samba music by **Ginga** and guest artists **Michele Castro** and **Alessandro Penezzi** for all ages at **Boulder Beer** (Aug 11)

 Concert with Brazilian instrumental group **Choro das 3** (Sept 15) Video from previous event: <https://youtu.be/UsejtrGIAA>

 **Brazilian Carnaval with Ginga, Bateria Alegria and guests at Dickens Opera House** in Longmont (Sept 22)

## Why Sponsor Colorado Brazil Fest?

**Exposure:** Attendance in previous years' workshops and performances exceeded 1,600 with participants coming from diverse local communities. Events are held in highly visible venues in Boulder such as Pearl Street Mall (downtown) and Boulder Beer. This year, we are also expanding to downtown Longmont, adding a concert at Dickens Opera House. 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, Sambadende, Michele Castro Quartet, and Dexter Payne Quintet 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 unique opportunity to capitalize on the growing interest in Brazilian culture of this demographic.

Email: [ColoradoBrazilFest@gmail.com](mailto:ColoradoBrazilFest@gmail.com)

Web: [ColoradoBrazilFest.org](http://ColoradoBrazilFest.org) Facebook: [facebook.com/ColoradoBrazilFest](https://facebook.com/ColoradoBrazilFest)

## CBF SPONSORSHIP LEVELS


<b>IN-KIND SPONSOR</b>	 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.
<b>PRESENTING SPONSOR</b> <b>\$3,800</b> <b>(terms negotiable)</b>	 Presentation rights ("Annual Colorado Brazil Fest presented by...")  Spoken recognition by the event emcees at all performances and workshops  Logo displayed on: <ul style="list-style-type: none"> <li> Print promotion: CBF flyers and CBF ads in outlets such as Boulder Weekly, Daily Camera, and West Word</li> <li> CBF website (<a href="http://www.coloradobrazilfest.com">www.coloradobrazilfest.com</a>) with link to your website</li> <li> Display of your own banner at shows</li> </ul>  Promotion at every Boulder Samba School Performance & through social media leading up to CBF  5 all-access passes
<b>GOLD SPONSOR</b> <b>\$2,500</b> <b>(terms negotiable)</b>	 Spoken recognition by the event emcees at all performances  Logo displayed on: <ul style="list-style-type: none"> <li> Print promotion: CBF flyers and CBF ads in outlets such as Boulder Weekly, Daily Camera, and West Word</li> <li> CBF website (<a href="http://www.coloradobrazilfest.com">www.coloradobrazilfest.com</a>) with link to your website</li> <li> Display of your own banner at shows</li> </ul>  Promotion at every Boulder Samba School Performance & through social media leading up to CBF  3 all-access passes
<b>SILVER SPONSOR</b> <b>\$1,500</b>	 Logo displayed on: <ul style="list-style-type: none"> <li> Print promotion: CBF flyers and CBF ads in outlets such as Boulder Weekly, Daily Camera, and West Word</li> <li> CBF website (<a href="http://www.coloradobrazilfest.com">www.coloradobrazilfest.com</a>) with link to your website</li> </ul>  6 single show passes
<b>BRONZE SPONSOR</b> <b>\$800</b>	 Logo displayed on: <ul style="list-style-type: none"> <li> CBF website (<a href="http://www.coloradobrazilfest.com">www.coloradobrazilfest.com</a>) with link to your website</li> </ul>  4 single show passes
<b>FRIENDS OF CBF</b> <b>\$400</b>	 Logo displayed on: <ul style="list-style-type: none"> <li> CBF website (<a href="http://www.coloradobrazilfest.com">www.coloradobrazilfest.com</a>) with link to your website</li> </ul>  2 single show passes

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## BENEFITS SUMMARY CHART

REWARDS	PRESENT	GOLD	SILVER	BRONZE	FRIEND
Presentation rights	X				
Address audience at Concerts	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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## 2018 CBF Sponsorship Application

Please email this form to [ColoradoBrazilFest@gmail.com](mailto: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:

Email: [ColoradoBrazilFest@gmail.com](mailto:ColoradoBrazilFest@gmail.com)

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