



CASTLE CREEK GUITARS SUMMER CONCERT SERIES, PRESENTED BY UPSLOPE BREWING CO

WWW.IBARRANCH.COM

June 20th -August 22nd, 2017

2016 Concert Poster

We are proud to announce that our 2016 Castle Creek Guitars Summer Concert Series, presented by Upslope Brewing Co, was a success!

In the hearts of many, the concert series has helped enhance why in this valley, we live for summer. The I Bar Ranch is focused on being a seasonal economic driver for the Gunnison Valley through our regional & national musicians that we host weekly at the I Bar Ranch. The "Classic Colorado" evenings will once again be dedicated to "Colorado" music (classic rock, country, adult contemporary). Tuesdays will return with our soon-to-be-famous "Burgers & Brews Series". This weekly series invites Gunnison County residents and visitors alike to come out to experience our family style "Americana" environment that generates a strong sense of comradery and community.

Are you proud of where you live and run your business?

We are! We love the Gunnison Valley and feel that this musical experience is an invaluable asset to the place that we choose to live, work and raise a family in. So how can you get involved and support a more robust Gunnison Community through music? Please consider being a business supporter of the Castle Creek Guitars Summer Concert Series for 2017.

Our marketing strategy to support your business will include a strong, integrated marketing campaign that will put your name across multiple media outlets, including print media publications such as the Gunnison Country Times, Gunnison Shopper, Go To Guide and the Crested Butte News. Also, across the radio waves with stations such as KXKK, KBUT, KAVE and KEJJ. Our presence on the web is strong and your company will be seen on our website (ibarranch.com) and on our 5 social media platforms that we manage daily. Around 180 printed concert series posters are distributed at local lodging properties, restaurants, and businesses in Gunnison County each summer. We also market regionally in Montrose, Salida, Buena Vista & Grand Junction. Physically, our presence on Hwy 50, approximately 1/2 mile east of town on the south side of the road, was passed by over 4,300 vehicles per day this last summer.





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Who regularly visits the I Bar Ranch?

- Out of town guests from CO, TX, OK, KS, NM who are seeking an authentic Western heritage evening experience of food & music.
- We anticipate 200-700 folks per evening event in 2017
- Second home owners in the Gunnison Valley and their family and friends
- Locals with their family and friends
- WSCU Water Workshop Conf./Gunnison River Festival, Ride the Rockies, Bicycle Tour of Colorado, Gunnison Car Show
- WSCU students and family

Dates for 2017

Our Tuesday Night Burgers & Brews dates will be: 6/20, 6/27, 7/4, 7/11, 7/14, 7/18, 7/25, 8/1, 8/8, 8/15, 8/22

Our Classic Colorado national touring act dates will be: 7/6, 7/15, (Saturday Cattlemen's Days Rodeo Show) 7/20, 7/27, 8/5, 8/09, 8/19

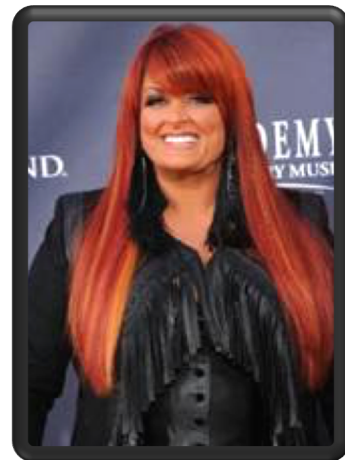
Levels of Support

1) Title Level- **TAKEN ALREADY**

Castle Creek Guitars Summer Concert Series at the I Bar Ranch

Benefits of sponsorship

- Banner (provided by your company) will be placed with the highest visibility at center of the stage.
- All I Bar Ranch Summer Concert Series posters list your company as Title sponsor across the Western Slope (140+ locations)
- Gunnison Country Times 12 weekly ads during May/June/July/August
- Full Page ads in Gunnison & Crested Butte Visitor's Magazines will list your company as Title Sponsor of the I Bar Summer Series



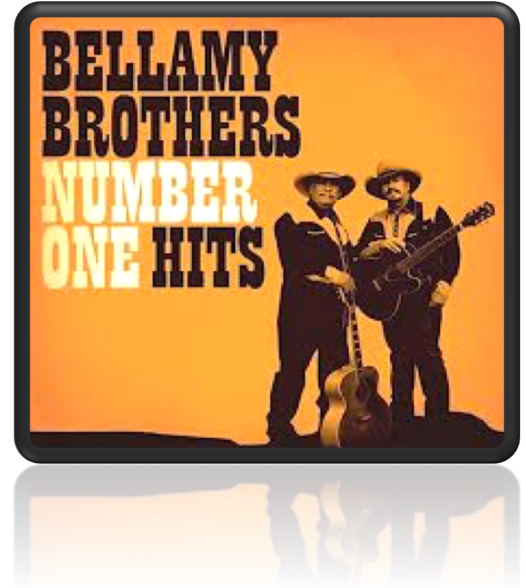


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- I Bar Ranch exhibits a float in Gunnison Cattlemen's Days parade & 4th of July parade which will list your company as Title Sponsor of our Summer Concert Series
- All radio ads on 98.3FM KEJJ(20x/week for 12 weeks), KBUT (8x/week for 12 weeks), 94.1FM KXKK (18x/week for 8 weeks) will mention your business in the ad as the Title sponsor of the I Bar Summer Series
- Marquee for Summer Concert Series at new I Bar entrance along Hwy 50 approximately one half of a mile East of Gunnison, listing your company as Title Sponsor of I Bar Summer Concert Series (This advertisement will see on average 4,300 cars/day May-August 2015, based on CDOT stats from 2011) Your company's sign will be placed on this "billboard" prominently.
- Four front row tickets that include a meal, for all seven Thursday Country shows (\$1,680 value) and when applicable, back stage opportunities to meet the artist(s).
- Four Season passes for all eleven Tuesday Bluegrass shows in the Series (\$250.00 value) and when applicable, back stage opportunities to meet the artist(s).
- I Bar Summer Concert Series Website lists your company as the Title Sponsor, along with 'Hot Link' to your website.
- Links and tags of your company via Facebook & Twitter promoting your business.
- Verbal intro/thank you at each show



2) **Ranch Foreman Sponsor** - \$2,500.00

Benefits

- Banner provided by your company placed stage left/right
- All I Bar Summer Concert Series marketing materials/print media ads list your business, as the Presenting Level Sponsor.
- Two General Admission tickets for all Classic Colorado shows in the Series (\$800.00 value)
- Two season passes for all Tuesday Burgers & Brews shows (\$140.00)
- Castle Creek Guitars Summer Concert Series Website lists your company as Presenting level Sponsor, along with 'Hot Link' to your website
- Links and tags of your company via Facebook & Twitter promoting your business.
- Verbal intro/thank you at each show
- Your business listed in the official Castle Creek Guitars Summer Concert Series Program Guide



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3) Ranch Hand (PRIVATE INDIVIDUAL OR BUSINESS) - \$500

- Name on a 30" x 5' vinyl banner stage left, which will list each Ranch Hand sponsor for all 18 shows.



4) INDIVIDUAL BAND/ EVENT -

\$250 for a Tuesday show or \$700 for a Thursday show

- Your name mentioned at opening of show as helping to bring this band in for that night.
- If desired, you can provide a banner for that night in recognition of bringing in this band.

We are clearly open to other concepts, so please don't hesitate to suggest ideas we are missing, in order to enhance your visibility.

Even if you don't get involved this Summer, please plan to attend and spread the word about this unique, musical evening series.

Thank you,

Bryan Wickenhauser & Jennifer Michel

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I Bar Ranch 970-209-9796

