

Montbello ALIVE! 2020 SPONSOR PACKAGE



Event Coordinators:

Kiera Jackson: 720.273.2190

Mayra Gonzáles: 720.296.7274

Location: Montbello Campus

Student Parking Lot 5000 Crown Blvd

Date: Saturday, September 26, 2020

Time: 2:00p-11:30p

(On-site timeframe from 6:00p-12:55a)

Thank you! Montbello ALIVE Only

happens because of supporters like you.

Saturday 9/26 Schedule:

2:00 pm	Virtual Montbello Alive! Begins
---------	---------------------------------

7:45 pm	Film Fest
---------	-----------

9:00 - 11:30 pm	Featured Movie
-----------------	----------------



The vision of this community event came ALIVE! after witnessing great success during the Montbello 50th Anniversary celebration in September 2016. This community-driven annual event is designed to ensure all community members have a sense of belonging and seeks to change the narrative from within the diverse walls of the neighborhood. The community desires an awakening – to show the greater Denver-metro area that Montbello is **ALIVE!** with a vibrant, hopeful spirit.



THE 2020 THEME IS:

resilience (re·sil·ien·ce): the ability to overcome challenges of all kinds and emerge stronger than before.

2020 is not what we expected. COVID-19 has tossed our community into the fire and underscored issues we've been tackling for decades. As a community, we have lost too many young people to gun violence, we have seen increased education inequality, a lack of access to healthy food, housing insecurity, and so much more. Despite all this chaos, our community has stepped up in a beautiful way. Neighbors began hosting major food distributions, sourcing and soliciting mental health services, working with young people to host fun, safe events... supporting each other.

This is **RESILIENCE**.

This event is to celebrate the mountains we've overcome as we look to tackle the challenges ahead.

This is a celebration of **YOU**.

Thank you, Montbello, for all that you do.





ADAPTING TO COVID-19

As a response to COVID-19 and the state restrictions on large gatherings, **Montbello ALIVE!** will take place virtually on MOC's social media platforms, adopting the successful practices of 2020 events like Juneteenth Music Festival and the Boulder Boulder. The use of technology will allow for the modification of events like the 3Mile Run, Fun Walk, and musical performances without compromising the health and safety of participants, allowing them to social distance and/or enjoy from the comfort of their own homes. It will also allow for greater audio/visual promotion of sponsors and vendors. This year, **Montbello ALIVE!** will end the celebration with a drive-in Movie experience serving over 150 cars (approx. 350 people).

VALUE TRANSLATED

Online marketing is the way of the future. COVID-19 taught us how to juggle multiple zoom calls and the importance of becoming more tech savvy. Since then, people all over the nation have joined life online.

Bottom line– the market is booming. (you can check out our sources here: www.marketingcharts.com/featured-112414)

The Montbello Organizing Committee is proud to have a strong online presence via our website, Facebook, Instagram and now Snapchat! We have the capability to market your product to over 20,000 people instantly.

Not only are you featured on all our platforms, but you're immediately highlighted to thousands of potential customers. Pretty sweet deal!



SPONSORSHIP LEVELS

	\$15K	\$10K	\$5k	\$2.5K	\$1K
Ad in the MUSE	x	x	x		
Announcement on social media	x	x	x	x	x*
Commercial Time Slot(s)	1	1	2	2	1
Listed in the End Credits (following the feature film)	x	x	x	x	x
Logo on Event Banner	x	x	x	x	x
Logo on Flyers and Promotional Materials	x	x	x	x	x
Press Release	x	x	x		
Verbal Shout-out by hosts online	x	x	x	x	x*
Word From Our Sponsor Time Slot	x	x			
5k Race/Walk Entries	15	10	5	5	5

*Presented as a group with other sponsors in the same tier

THANK YOU!

If you're interested in applying to be one of our featured sponsors for this year's **Montbello ALIVE!** celebration, please email Mayra Gonzáles directly at mayra.gonzales120@gmail.com

Visit us online at MontbelloOrganizing.org or email us at MontbelloAlive@gmail.com