



Sponsorship Letter

The People Festival: Celebrating Employee-Owned Businesses

We are pleased to invite you to ***The People's Festival: Celebrating Employee-Owned Businesses***, a community festival hosted by the Rocky Mountain Employee Ownership Center (RMEOC) in celebration of Employee Ownership Month. This festival is designed to bring people together to celebrate employee-owned businesses in a vibrant and fun way!

The EO Festival will take place on **October 11, 2026, at Sloan's Lake Park (1700 N Sheridan Blvd, Denver, CO 80212) from 11 am - 4 pm.**

Why the People's Festival?

Colorado is home to more than 230 employee-owned companies, including worker cooperatives, Employee Stock Option Plan (ESOP), employee ownership trust (EOT), and alternative equity structure (AES) companies, with many more on the horizon. However, there is no public market to showcase or to celebrate each other's success.

Through creating a community-led local festival, employee-owned companies can showcase their products and services, share their stories, and highlight the power of shared ownership in action.

The Festival Will Feature:

- Employee-owned business and non-profit vendors selling goods and services
- Local Food Vendors (local coops and food trucks)
- Music and Entertainment
- EO story highlights: Stages for EO companies to showcase their companies!
- People's Choice EO Award:

Who Should Sponsor the EO Festival?

- a. Employee-owned businesses
- b. Nonprofits that support EO businesses.
- c. Any businesses and individuals that support our goals.

How to Participate in this Festival as a Vendor or Sponsor?

1. Fill out the [Vendor form](#), if you are interested in being a vendor.
2. Fill out the [Sponsorship form](#), if you are interested in sponsoring the festivals

The deadline for sponsorship is **August 1st, 2026**. Please, contact jem@rmeoc.org with any questions regarding our event sponsorship. Thank you for your consideration and for your commitment to supporting local businesses and community-driven economic development.

Sincerely,

A handwritten signature in blue ink, appearing to read "Minsun Ji".

Minsun Ji
Executive Director

Benefits	Diamond	Gold	Silver	Bronze	Friend
	\$5,000	\$3,000	\$2,000	\$1,000	\$500
Banner on <u>Coop Rideshare app</u> for 3 months	✓				
Banner on Coop Rideshare app for 1 month		✓			
Banner on Coop Rideshare app for 2 weeks			✓		
Ad about the company to display in 1k DCC cards for 3 months	✓				
Logo featured on invitations, website, event materials	✓	✓	✓	✓	✓
Signage/Banner at the event	✓	✓	✓	✓	
Shoutouts throughout event	✓	✓	✓	✓	
Speech at RMEOC event	✓	✓			
Featured in RMEOC & DCC Newsletter	✓	✓			
Dedicated email blast	✓2	✓1			
Sponsor feature article/blog post	✓				
My organization will sponsor at this level					

Audience Details

Platform	Audience Size	Traffic
Coop Rideshare	40k riders	250 daily trip requests
Coop Drivers	10k	300 active daily
Active Drivers Cooperative Vehicles	2k	1k to display material
Drivers Cooperative Website	80k views/year	200 daily visits 5k monthly views 3k monthly visitors 50k annual visitors
Drivers Cooperative Instagram	2,166 followers	142k annual views 10k monthly views 248 avg. per day reach
Drivers Cooperative Newsletter	10k	40% open rate
RMEOC Website	30k views/year	100 daily visits 2.6k monthly views 2k monthly visitors 16k annual visitors
RMEOC Newsletter	1k	42% open rate
RMEOC LinkedIn	620 followers	1.5k monthly impressions
Foot Traffic at Sloan's Lake		1000 people 11 am to 4 pm