

Sponsorship Letter

The People's Festival: Celebrating Local Economies and Employee-Owned Businesses

We are pleased to invite you to The People's Festival: Celebrating Local and 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 local and employee-owned businesses in a vibrant, fun environment!

The festival will take place on **October 11, 2026, at Sloan's Lake Park (17th Avenue & Utica St) from 11:00 AM to 4:00 PM.**

Why the People's Festival?

Colorado is home to more than 770,000 local businesses and about 230 employee-owned companies. While local businesses make up 99% of Colorado's economy, employee-owned businesses—such as worker cooperatives and Employee Stock Ownership Plans (ESOPs)—are also growing steadily across the state. Local businesses are the bread and butter of our local economy, and employee-owned businesses go a step further by creating sustainable, equitable workplaces for workers. We aim to create a people-centered public marketplace that celebrates the power of local economies and shares the inspiring stories of these businesses.

The Festival Will Feature:

- Employee-owned businesses, local vendors, and non-profit organizations
- Local food vendors, including cooperatives and food trucks
- Live music and entertainment
- Local business and Employee ownership (EO) story highlights
- The People's Choice EO Award
- And more!

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

1. Fill out the [Vendor form](#).
2. Fill out our [sponsorship form](#).
3. Fill out the [Attendee Form](#)

The deadline for sponsorships is September 15, 2026. Please contact jem@rmeoc.org with any questions regarding the event. Thank you for your consideration and your continued commitment to supporting local businesses and community-driven economic development.

Sincerely,



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	3,100 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