



Welton Corridor 2025

Cultural Programming



Introduction

WHO WE ARE

The Five Points Business Improvement District (BID) is a quasi governmental agency that oversees the marketing, maintenance and general improvement of the Welton Corridor in the Historic Five Points Neighborhood.



WHAT WE DO

The BID is committed to revitalizing Welton Street as a vibrant, modernized cultural market place filled with community, and economic opportunity.

Through dynamic cultural programming, we celebrate and honor the rich legacy of jazz, arts, and heritage that defines Five Points, creating spaces where community members, visitors, and businesses thrive together. By partnering with us, your organization has the unique opportunity to engage deeply with a community that values both its historic roots and its progressive, inclusive and equitable vision for the future.

Sonny Lawson Park Collective

Introduction

WHO WE ARE

A coalition of community organizations and institutions based in the Historic Five Points Neighborhood who share a common passion for our community.



SAN RAFAEL
NEIGHBORHOODS ASSOCIATION



Blair-Caldwell
African American
Research Library

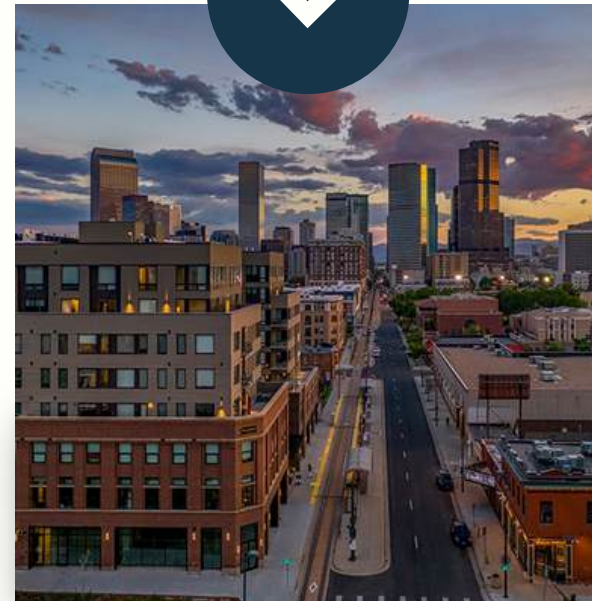
WHAT WE DO

Collectively we work together to facilitate impactful and engaging programming in Sonny Lawson Park. Our goal is to bring the community together to celebrate diversity, through music, art and cultural programs which honor the rich heritage of the Five Points Neighborhood.

OUR OBJECTIVES

Music, Art, Culture & Community

ECONOMIC GROWTH



CULTURAL PRESERVATION



COMMUNITY INVOLVEMENT



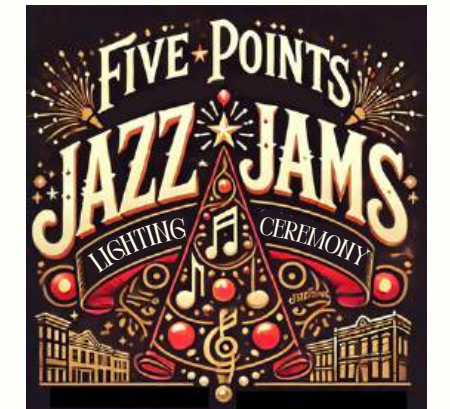
Our goal is to create programs that honor the rich legacy of Five Points while driving foot traffic to the corridor and raising visibility for our partners.

Our objectives:

- **Economic Growth:** Stimulate economic activity along the Welton Corridor by attracting visitors.
- **Cultural Preservation:** Preserve & celebrate Five Points' history as a hub for jazz and African American culture.
- **Community Involvement:** Engage local residents, businesses, and artists in each event.

WELTON CORRIDOR 2025 CULTURAL PROGRAMMING

MUSIC, ART, CULTURE & COMMUNITY



First Friday Five Points Jazz Hop
Jazz in the Park
Jazz Roots
The Walls of Welton
Welton Street Music Festival
Welton Chalk Art Festival
St. Paddy's Day Pet Parade & Bar Crawl
Five Points Plein Air Painting
Holiday Jazz Jams and Lighting Ceremony
Dia De Los Muertos



2nd Annual Five Points Jazz Roots



Jazz Roots is a winter concert series where the culture comes alive during Black History Month, occurring on Saturday February 15 and Saturday February 22, 2025. Jazz Roots explores the history of jazz music while highlighting the rich legacy of African American culture in Five Points through programming live jazz bands and performances in businesses, venues and community spaces along the Welton Corridor.

Dates: Saturday February 15, 2025 & Saturday February 22, 2025

Sponsorships Opportunities
\$2,500 - \$10,000

Five Points Jazz Roots Sponsorship Benefits

\$10,000

Presenting Sponsor

- Listed as Program Title Sponsor - Five Points Jazz Roots Presented by "YOUR ORGANIZATION"
- Onsite tabling and outreach opportunities
- Logo placement on main advertisements & posters
- Logo placement on event webpage
- Logo placement on event wayfinders
- Presenting sponsor recognition on targeted email blasts
- Presenting sponsor recognition on social media posts
- Sponsor recognition on event press release
- Speaking opportunities at on site events
- Pre-reserved seating tables for employees, family & friends of sponsor at FFFPJH events
- Host shout outs

\$5,000

Gold Sponsor

- Onsite tabling and outreach opportunities
- Logo placement on main advertisements & posters
- Logo placement on event webpage
- Logo placement on event wayfinders
- Sponsor recognition on targeted email blasts
- Sponsor recognition on social media posts
- Sponsor recognition on event press release
- Speaking opportunities
- Host shout outs

\$2,500

Silver Sponsor

- Logo placement on main advertisements & posters
- Logo placement on event webpage
- Sponsor recognition on targeted email blasts
- Sponsor recognition on social media posts
- Sponsor recognition on event press release
- Speaking opportunities



Sponsorships Opportunities
\$2,500 - \$10,000



First Friday Five Points Jazz Hop



*A **monthly jazz event** featuring local musicians and artists performing at venues along Welton Street **every First Friday** of the month!*

Kick off date: May 2, 2025

Frequency: Monthly (Every 1st Friday)

Participating Venues: TeaLees, Welton Room, 715 Club, Marigolds, Spangalang Brewery, Brother Jeff's Cultural Center, What's Happening Cafe, Pairadice, Urban Sanctuary

Sponsorships Opportunities
\$5,000 - \$15,000

First Friday Five Points Jazz Hop Sponsorship Benefits



\$15,000

Presenting Sponsor

- Listed as Program Title Sponsor - First Friday Five Points Jazz Hop Presented by "YOUR ORGANIZATION"
- Onsite tabling and outreach opportunities
- Logo placement on main advertisements & posters
- Logo placement on event webpage
- Logo placement on event wayfinders
- Presenting sponsor recognition on targeted email blasts
- Presenting sponsor recognition on social media posts
- Sponsor recognition on event press release
- Speaking opportunities at on site events
- Pre-reserved seating tables for employees, family & friends of sponsor at FFFPJH events
- Host shout outs

\$10,000

Gold Sponsor

- Onsite tabling and outreach opportunities
- Logo placement on main advertisements & posters
- Logo placement on event webpage
- Logo placement on event wayfinders
- Sponsor recognition on targeted email blasts
- Sponsor recognition on social media posts
- Sponsor recognition on event press release
- Speaking opportunities
- Host shout outs

\$5,000

Silver Sponsor

- Logo placement on main advertisements & posters
- Logo placement on event webpage
- Sponsor recognition on targeted email blasts
- Sponsor recognition on social media posts
- Sponsor recognition on event press release
- Speaking opportunities

Sponsorships Opportunities

\$5,000 - \$15,000



Green Street: St. Paddy's Day on the Points Pet Parade & Bar Crawl

A tribute to New Orleans Style Jazz with a marching band leading the way down Welton Street for furry friends decked out in their best green attire. Immediately followed by music & fun in 9 different bars and restaurants in Five Points.



Sponsorships Opportunities
\$1,000 - \$5,000





Green Street: St. Paddy's on the Point Sponsorship Benefits

\$5,000

Presenting Sponsor

- Listed as Program Title Sponsor - Green Street: St. Paddy's on the Point - Pet Parade & Bar Crawl"
- Onsite tabling and outreach opportunities
- Logo placement on main advertisements & posters
- Logo placement on event webpage
- Logo placement on event wayfinders
- Presenting sponsor recognition on targeted email blasts
- Presenting sponsor recognition on social media posts
- Sponsor recognition on event press release
- Speaking opportunities at on site events
- Host shout outs

\$2,500

Gold Sponsor

- Onsite tabling and outreach opportunities
- Logo placement on main advertisements & posters
- Logo placement on event webpage
- Logo placement on event wayfinders
- Sponsor recognition on targeted email blasts
- Sponsor recognition on social media posts
- Sponsor recognition on event press release
- Speaking opportunities
- Host shout outs

\$1,000

Silver Sponsor

- Logo placement on main advertisements & posters
- Logo placement on event webpage
- Sponsor recognition on targeted email blasts
- Sponsor recognition on social media posts
- Sponsor recognition on event press release
- Speaking opportunities



Five Points Jazz in the Park

A bi-monthly concert series hosted by neighborhood organizations and community partners who immersively convert Sonny Lawson Park into an inviting amphitheater which features live music, art, entertainment, food, trucks, vendors and more.

Kick off date: May 3, 2025

Frequency: Bi monthly (May - October)

Event location: Sonny Lawson Park

Five Points Jazz in the Park Sponsorship Benefits



\$15,000

Presenting Sponsor

- Listed as Program Title Sponsor - Five Points Jazz in the Park Presented by "YOUR ORGANIZATION"
- Onsite tabling and outreach opportunities
- Logo placement on main advertisements & posters
- Logo placement on event webpage
- Logo placement on event wayfinders
- Presenting sponsor recognition on targeted email blasts
- Presenting sponsor recognition on social media posts
- Sponsor recognition on event press release
- Speaking opportunities at on site events
- Pre-reserved seating tables for employees, family & friends of sponsor at FFFPJH events
- Host shout outs

\$10,000

Gold Sponsor

- Onsite tabling and outreach opportunities
- Logo placement on main advertisements & Posters
- Logo placement on event webpage
- Logo placement on event wayfinders
- Sponsor recognition on targeted email blasts
- Sponsor recognition on social media posts
- Sponsor recognition on event press release
- Speaking opportunities
- Host shout outs

\$5,000

Silver Sponsor

- Logo placement on main advertisements & posters
- Logo placement on event webpage
- Sponsor recognition on targeted email blasts
- Sponsor recognition on social media posts
- Sponsor recognition on event press release
- Speaking opportunities



The Walls of Welton Mural Festival



The Walls of Welton - Mural Festival, a vibrant celebration of art, culture, and community in the historic Five Points neighborhood of Denver. This exciting event unveils five stunning new murals along Welton Street, adding to the growing collection of captivating public art that tells the story of our neighborhood's rich history and diverse culture. Stroll the Welton corridor, explore local businesses, and enjoy live music, food vendors, and artist meet-and-greets. Discover the beauty and creativity of Five Points as we honor both new and existing murals. Let's celebrate the art that makes our community shine!

Sponsorships Opportunities
\$5,000 - \$15,000

Date: Saturday August 2, 2025

The Walls of Welton Mural Festival Sponsorship Benefits



\$10,000

Presenting Sponsor

- Listed as Program Title Sponsor - The Walls of Welton Presented by "YOUR ORGANIZATION"
- Onsite tabling and outreach opportunities
- Logo placement on murals
- Logo placement on main advertisements & posters
- Logo placement on event webpage
- Logo placement on event wayfinders
- Presenting sponsor recognition on targeted email blasts
- Presenting sponsor recognition on social media posts
- Sponsor recognition on event press release
- Speaking opportunities at on site event
-

\$5,000

Gold Sponsor

- Onsite tabling and outreach opportunities
- Logo placement on main advertisements & posters
- Logo placement on event webpage
- Logo placement on event wayfinders
- Sponsor recognition on targeted email blasts
- Sponsor recognition on social media posts
- Sponsor recognition on event press release
- Speaking opportunities
- Host shout outs

\$2,500

Silver Sponsor

- Logo placement on main advertisements & posters
- Logo placement on event webpage
- Sponsor recognition on targeted email blasts
- Sponsor recognition on social media posts
- Sponsor recognition on event press release
- Speaking opportunities

Sponsorships Opportunities
\$2,500 - \$10,000



Welton Street Music Festival



The Welton Street Music Festival is a dynamic celebration of music and culture in Denver's Historic Five Points neighborhood. Known as the "Harlem of the West," Five Points comes alive with performances across indoor and outdoor venues along Welton Street. Featuring a diverse lineup of local and headline talent, the festival highlights a variety of genres, including Jazz, R&B, Rock, Hip-Hop, Bluegrass, EDM and more.

Date: Saturday August 16, 2025

Participating Venues: Cervantes, The Otherside, The Roxy, Five Points Plaza, 715 Club, Marigolds, Spangalang Brewery, Pairadice, TeaLees, What's Happening Grill

Sponsorships Opportunities
\$5,000 - \$15,000

Welton Street Music Festival Sponsorship Benefits



\$15,000

Presenting Sponsor

- Listed as Program Title Sponsor - Welton Street Music Festival Presented by "YOUR ORGANIZATION"
- Event VIP lounges compliments of "YOUR ORGANIZATION"
- Onsite tabling & outreach opportunities
- Logo placement on main advertisements & posters
- Logo placement on event webpage
- Logo placement on event wayfinders
- Presenting sponsor recognition on targeted email blasts
- Presenting sponsor recognition on social media posts
- Sponsor recognition on event press release
- Speaking opportunities at on site events
- Pre-reserved seating tables for employees, family & friends of sponsor
- Host shout outs
- Logo placement on festival 360 photo booth pictures and festival step & repeat

\$7,500

Gold Sponsor

- Onsite tabling and outreach opportunities
- Logo placement on main advertisements & posters
- Logo placement on event webpage
- Logo placement on event wayfinders
- Sponsor recognition on targeted email blasts
- Sponsor recognition on social media posts
- Sponsor recognition on event press release
- Speaking opportunities

\$5,000

Silver Sponsor

- Onsite tabling and outreach opportunities
- Logo placement on event webpage
- Sponsor recognition on targeted email blasts
- Sponsor recognition on social media posts
- Sponsor recognition on event press release

Sponsorships Opportunities
\$5,000 - \$15,000



Welton Street Music Festival Beverage Sponsorship Opportunities

\$10,000

Exclusive Spirits Sponsor

- Spirit (category dependent ie vodka, whiskey, gin) sold **EXCLUSIVELY** in all festival venues
- Onsite sampling opportunity
- Onsite swag giveaway opportunity
- Onsite POS placement (table tops, coasters, etc)
- Logo placement on main advertisements & posters
- Logo placement on event webpage
- Logo placement on event wayfinders
- Sponsor recognition on event press release
- Host shout outs
- Logo placement on festival 360 photo booth pictures and festival step & repeat
-

\$10,000

Exclusive Beer / Seltzer Sponsor

- Beer / Seltzer sold **EXCLUSIVELY** in all festival venues
- Onsite sampling opportunity
- Onsite swag giveaway opportunity
- Onsite POS placement (table tops, coasters, etc)
- Logo placement on main advertisements & posters
- Logo placement on event webpage
- Logo placement on event wayfinders
- Sponsor recognition on event press release
- Logo placement on festival 360 photo booth pictures and festival step & repeat

\$10,000

Exclusive N/A Beverage Sponsor

- **Exclusive Beer / Seltzer Sponsor**
- N/A Beverage sold **EXCLUSIVELY** in all festival venues
- Onsite sampling opportunity
- Onsite swag giveaway opportunity
- Onsite POS placement (table tops, coasters, etc)
- Logo placement on main advertisements & posters
- Logo placement on event webpage
- Logo placement on event wayfinders
- Sponsor recognition on event press release
- Logo placement on festival 360 photo booth pictures and festival step & repeat

Sponsorships Opportunities
\$1,000 - \$20,000



Sponsorships Opportunities
\$1,000 - \$20,000

Exclusive Media Partner Negotiable Terms

Brand Visibility

- Listed and promoted as the “Exclusive Media Partner” of the Five Points BID logo prominently displayed on all event promotional materials, including flyers, posters, and digital ads
- Logo Placement - Logo and direct link featured on the official Five Points BID website and dedicated event pages.
- Website Recognition - Logo and direct link featured on the official Five Points BID website and dedicated event pages.
- Stage Branding - Exclusive banner placement near main performance stages at events like the Welton Street Music Festival.
- Merchandising: Opportunity to include your brand logo on event merchandise (e.g., t-shirts, tote bags).

Exclusive Media Opportunities

- Content Integration: Priority access to behind-the-scenes interviews with performers, muralists, and key stakeholders for your media platform.
- Video and Photo Rights: Access to high-quality event footage and imagery to use for exclusive content creation.
- Event Broadcast: Rights to livestream or produce exclusive video content for key events.

Engagement Opportunities

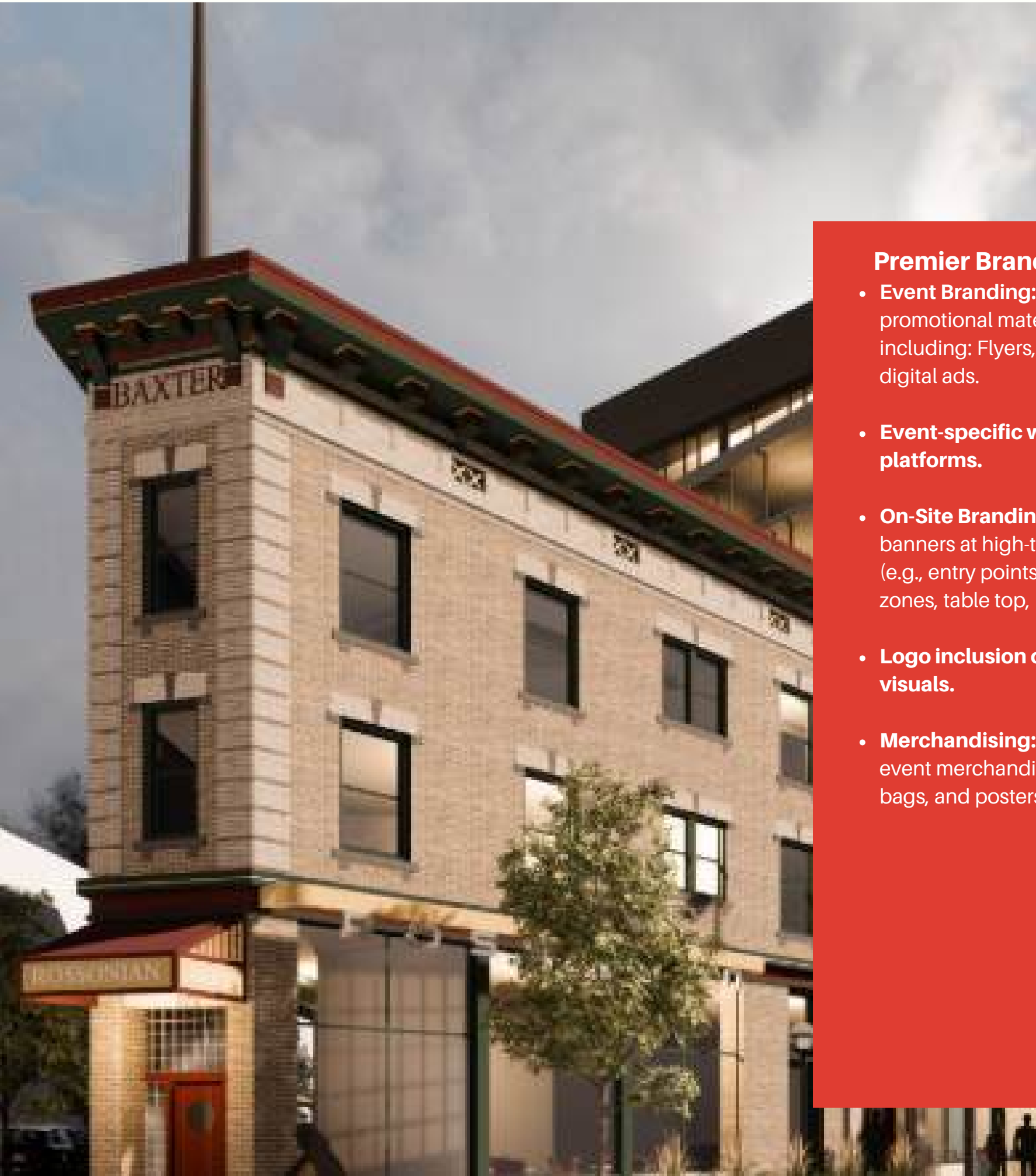
- Dedicated Booth/Activation Space: Premium activation space at all events for audience engagement and brand exposure.
- Socia media Shoutouts
- Event Naming rights
- VIP Experiences

Audience Reach & Collaboration

- Cross-Promotion: Inclusion in BID-wide email blasts, reaching a network of community members, local businesses, and event attendees.
- Custom Advertising Packages: Tailored advertising slots in Five Points BID’s newsletters, program booklets, and promotional videos.
- Community Panel Participation: Opportunity to moderate or sponsor panel discussions during events (e.g., cultural impact of music and murals).

Community Recognition

- Community Investment Recognition: Public acknowledgment of your role in supporting equitable cultural revitalization in Five Points.
- Legacy Opportunities



Advance Five Points Global Partnership Opportunities

\$15,000

Premier Branding and Visibility

- **Event Branding:** Logo placement on all promotional materials for every 2025 event, including: Flyers, posters, banners, and digital ads.
- **Event-specific websites and registration platforms.**
- **On-Site Branding:** Placement of sponsor banners at high-traffic areas of all events (e.g., entry points, main stages, and vendor zones, table top, POS).
- **Logo inclusion on LED screens or event visuals.**
- **Merchandising:** Sponsor logo printed on event merchandise (e.g., t-shirts, reusable bags, and posters).

Digital Media Exposure

- **Website Presence:** Logo and company description featured on the BID's website with a link to the sponsor's website.
- **Social Media Recognition:** Regular mentions on BID's social media platforms (Facebook, Instagram, Twitter, etc.) during event promotions.
- **Custom shoutouts highlighting the sponsor's contributions.**
- **Email Marketing:** Inclusion in all BID email campaigns, reaching a wide audience of community members, businesses, and event enthusiasts.

Engagement Opportunities Activation Space:

- **Premium booth or activation space at all 2025 cultural events for direct engagement with attendees.**
- **Stage Announcements**

Community Investment Recognition

- **Public Acknowledgment:** Special acknowledgment during event opening and closing ceremonies.
- **Community Impact Highlights:** Recognition in the BID's marketing materials as a supporter of equitable redevelopment and cultural vibrancy in Five Points.

Exclusive Advertising Opportunities

- **On-Site Media Inclusion:** Inclusion in photo and video recaps that will be distributed post-event through BID channels.
- **Year-Round Marketing:** Placement in BID-wide promotional materials throughout 2025, ensuring consistent visibility beyond individual events.



Norman Harris - Executive Director

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