

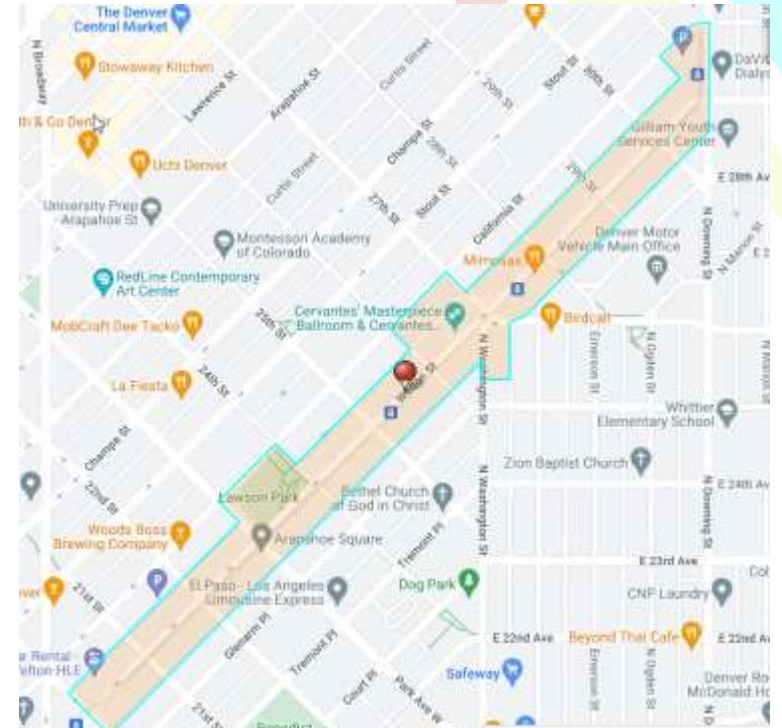
Five Points Cultural Event Concepts

2024



FPBID Events 2024

- FPBID = 10 Blocks of Welton
- 6 Events
- Cultural celebrations of Music, Food, Sports
 - February – Jazz Roots (Black History Month)
 - April – Coaches Classic, Negro League History
 - May – Flavors of Five Points - Wednesday Nights
 - Summer – Sunset Jazz
 - August – Swinging August Nights
 - December – Five Points Holiday Stroll




Jazz Roots - February



- **Event Name:** Jazz Roots in Five Points
- **Dates:** Saturdays, February 17, 24
- **Times:** 1 p.m. – 4 p.m.
- **What:** Live Jazz Bands, Historic Jazz Dances, Jazz Poets/Spoken Word
- **Location:** 2-3 indoor bars
- **Objective:** Create a Black Jazz history experience. Bring Black music history to life during Black History month.
- **Partners:**
 - Blair Caldwell AA History Museum
 - KUVO
 - PBS 12
- **Audience:** Jazz music fans, date night ideas, Black history supporters



Coaches Classic - April



FIVE POINTS
BUSINESS IMPROVEMENT DISTRICT

WE Welcome to
**SONNY
LAWSON
PARK**

Where teams
of the Negro
League once
played.

Oscar (1915-1944)
Years played
Charleston
Center Fielder

Ellis Burks
Preston Wilson
Charles
Johnson
Charlie Hayes
Dexter Fowler
Vinny Castilla
Pedro Astacio
Yorvit Torrealba
Juan Pierre

- **Name:** Five Points Coaches Classic
- **When:** April 06 – Opening Weekend, Saturday
- **What:** An exhibition softball game: college coaches vs. legendary Rockies players. Large posters of players around fence of historic park, signing opportunity
- **Objective:** Celebrate Rockies opening day and Five Points Negro League History
- **Partners:**
 - MLB / The Players Alliance
 - Blair-Caldwell AA History Museum
- **Location:** Cousins Plaza and Sonny Lawson Park
- **Audience:** Baseball and Rockies fans, sports fans, Black history supporters



Flavors of Five Points - May



- **Event Name:** Flavors of Five Points - Wednesday Nights
- **Dates:** Wednesdays, May 8, 15 and 22
- **Times:** 4 p.m. – 8 p.m.
- **What:** Small plate specials or prix fixe menus
- **Location:** Restaurants in Five Points
- **Objective:** Explore foods and flavors offered by the restaurants of Five Points.
- **Partners:** EatDenver, Visit Denver
- **Audience:** Foodies, Couples looking for date night ideas.



Sunset Jazz – Summer 2024



- **Name:** Five Points Sunset Jazz - First Fridays 2024
- **Dates:** 6/7, 7/12 and 8/2
- **Time:** 5 p.m. to 8 p.m.
- **Location:** Center of Five Points, pedestrian plaza
- **What:** 3-piece jazz bands each night, a complement/expansion on the current “First Fridays Jazz” activities at Cousins Plaza.
- **Objective:** Placemaking - Creating ambience for the center of Five Points
- **Audience:** Jazz music fans, Couples seeking date night ideas



Swinging August Nights



- **Name:** Swinging August Nights 2023
- **Who:** Five Points Business Improvement District
- **Dates:** August 17, 24 and 31
- **Times:** 5 p.m. to 8 p.m.
- **Location:** Center of Five Points Pedestrian Plaza
- **Objective:** Activate the district by attracting swing dancers and lovers of swing jazz music to Five Points.
- **What:** Live Swing Jazz Music and dancing – on the plaza
- **Audience:** Fans of Jazz Music, Dancers to old jazz music.



Holiday Stroll - December



- **Name:** Five Points Holiday Stroll
- **Date:** December 14
- **Time:** 2 p.m. - 6 p.m.
- **Locations:** Cousins Plaza, and Center of Five Points Pedestrian plaza
- **What:** Holiday music, photos with Santa, marshmallow roasting, holiday story-time and treats from businesses along the corridor
- **Audience:** Denver families w/ young children



Event Marketing



*Jazz Music
Jazz Dance
Jazz History*

FIVE POINTS
BUSINESS IMPROVEMENT DISTRICT



- Social Media Campaigns
 - Facebook
 - Instagram
- Online Calendar Event Listings
- Press Releases
 - Radio Broadcast
 - Print News Publications
- Print Advertisements
- Streetlight Banners
- Posters in Businesses
- Email Campaigns



Sponsorship Opportunities

Sample Support Levels*

- Music Sponsor - \$12,000
- Street Light Sponsor - \$10,000
- Portable Energy Sponsor - \$9,000
- Outdoor Music Sponsor - \$8,000
- Street Banner Sponsor - \$3,000
- Live Jazz Band/Music Sponsor - \$4,000

Event Benefits

- Support local small independent businesses
- Licensing, promotional rights for the event
- Presentation rights & recognition at event

Brand Visibility

- Logo on event website and link
- Logo on printed sidewalk signs
- Logo on Facebook event page



Audiences

Online Audiences

Denver metro households of families with school aged children

Including:

- Denver, CO
- Aurora, CO
- Littleton, CO

Traffic Generation from:

- Google
- YouTube
- Email Campaigns
- Facebook
- Local Event Calendars

Print and Radio

Targeted Denver Neighborhoods (varies by event):

- Curtis Park
- Whittier
- Cole
- Park Hill
- RiNo
- Five Points

Demographic:

- Denver adults interested in Jazz
- Denver adults interested in Arts and history
- Denver young adults looking for things to do.

Sponsorship Contacts



Sponsorship Details and Logos:

LaSheita Sayer
ZoZo Group
events@zozogroup.com
720 949 2020

Invoices and Payments Mailing Address:

Vincent Martinez
Five Points BID c/o DDP
1515 Arapahoe St.
Tower 3, Suite 100
Denver, CO 80202

FivePointsBID@gmail.com
720 735 9042

