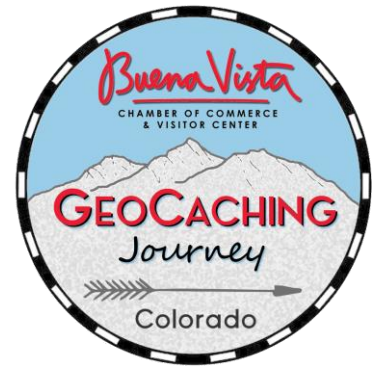


Sponsorship Information
Buena Vista Geocache Journey
May 1, 2017 – April 30, 2018
www.BuenaVistaColorado.org/GeoCaching



The Buena Vista Chamber of Commerce and Visitor Center (Chamber) is pleased to announce a new signature event designed to bring additional visitors to the area and increase traffic to our local businesses especially during the shoulder season. "Geocaching is a real-world, outdoor treasure hunting game using GPS-enabled devices. Participants navigate to a specific set of GPS coordinates and then attempt to find the geocache (container) hidden at that location." Our caches are placed in a variety of locations around Buena Vista and Chaffee County. Prizes are awarded to geocachers based on points they receive when they find caches and when they eat, stay or frequent local participating businesses.

The Chamber has contracted with Geocaching.com, the first and leading website among geocachers. This partnership will provide great exposure to our sponsors and will be the primary website for geocachers who participate in our Geocaching Journey. We anticipate that the Journey will attract geocachers from all over Colorado and the country to the Buena Vista area.

Geocaching.com has provided the following figures from their website:

- There are currently 8,922 active geocachers who have listed their home coordinates within the state of Colorado.
- In the past 365 days, 24,821 unique accounts have logged that they found a cache located in Colorado.
- There are currently 323,882 active geocachers who have listed their home coordinates within the US.
- In the past 365 days, 610,844 unique accounts have logged that they found a cache located in the US.

Note - Active geocacher definition: Have shown web or app activity in the past year and have logged at least one find. Also, we do not require geocachers to supply their home coordinates when registering so the numbers are likely underreported.

Buena Vista Geocaching Journey Passport

The "**passport**" is a printable booklet that participants use to find caches and track their progress in reaching all of the caches on the journey and to track bonus points. The passport, a 5.5" x 8.5" printed and online brochure, lists all the geocaches and includes a section for participants to earn bonus points by purchasing meals, lodging or frequenting local shops. Participants can win geocoins and other prizes by obtaining the required number of points. Prizes will be based in part on the sponsorships.

Phone: 719-395-6612 Fax: 719-395-8035 Mail: P.O. Box 2021, Buena Vista, CO 81211
www.BuenaVistaColorado.org/GeoCaching

The 2017 Buena Vista Geocache Journey will be take place from May 1, 2017 – April 30, 2018. The journey will have a Buena Vista web page on GeoCaching.com and a web page on BuenaVistaColorado.org. We anticipate a large number of geocachers will participate in the Journey and visit our area to search for the area geocaches during this time.

The Chamber is offering a limited number of sponsorship/marketing opportunities to local businesses for the Buena Vista Geocaching Journey. Sponsors will receive printed and online marketing and recognition.

Sponsorship Opportunities

Passport Back Cover \$500

- ✓ Full page, back cover, color ad in printed and online passport booklet.
- ✓ Banner photo on Chamber Event web page with click through to your business website – 1 month. The Event web page receives about 2,600 views per month.
- ✓ Your business logo with click through to your business website on Geocache.com website page - 1 year.
- ✓ Name on sponsor list in passport booklet.
- ✓ Listed as a sponsor in weekly newsletter.
- ✓ Listed on BuenaVistaColorado.org/GeoCaching with a link through to your website.

Passport Inside Front Cover \$400

- ✓ Full page, inside front cover, color ad in printed and online passport booklet.
- ✓ Banner photo on Chamber web page with click through to your business website – 1 month. Choice of banner on Hotel/Motel page (avg. 453 views per month), or on the Great Outdoors page (avg. 346 views per month).
- ✓ Your business logo on Geocache website page 1 year.
- ✓ Name on sponsor list in passport booklet.
- ✓ Listed as a sponsor in weekly newsletter.
- ✓ Listed on BuenaVistaColorado.org/GeoCaching with a link through to your website.

Passport Inside Back Cover \$350

- ✓ Full page, back inside cover, color ad in printed and online passport booklet.
- ✓ Banner photo on Chamber web page with click through to your business website – 1 month. Banner will be on either the Hotel/Motel page (avg. 453 views per month), or on the Great Outdoors page (avg. 346 views per month), page to be determined by Chamber.
- ✓ Name on sponsor list in passport booklet.
- ✓ Listed as a sponsor in weekly newsletter.
- ✓ Listed on BuenaVistaColorado.org/GeoCaching with a link through to your website.

Geocache Location Sponsor \$300 - Only 4 spots available; location must be suitable.

- ✓ Geocache box placed on or near your location.
- ✓ Name on sponsor list in passport booklet.
- ✓ Quarter page B&W ad in printed and online passport booklet.
- ✓ Listed as a sponsor in weekly newsletter.
- ✓ Listed on BuenaVistaColorado.org/GeoCaching with a link through to your website.

Participating sponsorship \$75 (that's only \$6.25 per month)

- ✓ Your business name in the Passport as a participating sponsor. Geocachers' who are visiting the area searching for the caches must visit your establishment, stay or eat to get a stamp and earn points in order to win the cash prize.
- ✓ Self-Inking stamp to mark the participant's Passport Book.
- ✓ Listed as a sponsor in weekly newsletter.
- ✓ Listed on BuenaVistaColorado.org/GeoCaching with a link through to your website.

So that we may start promoting the event we need to have sponsorship commitments by Friday, March 17, 2017.

Yes, I want to be a sponsor the Buena Vista Geocaching Journey

Business Name: _____

Contact Person: _____

Email Address: _____

Phone: _____

Sponsorship Level:

Passport Back Cover \$500 _____

Passport Inside Front Cover \$400 _____

Passport Inside Back Cover \$350 _____

Geocache Location Sponsor \$300 _____

Participating sponsorship \$75 _____