

# Make an Impact: Support Strong Community Events

## By giving a donation or volunteering time, community efforts go a long way

**Molly Killien**

STEAMBOAT SPRINGS  
CHAMBER RESORT ASSOCIATION

Sponsorship is about synergy. It's about cooperative interaction among organizations and people to enhance the result. When diverse groups contribute to a cause such as the Steamboat Springs Chamber Resort Association, much more is possible. The power of one is great and the power of many can be substantially more impactful.

Sponsorships are the backbone of the various initiatives that the Steamboat Springs Chamber Resort Association presents throughout the year. By choosing to champion Steamboat Springs Chamber Resort Association events, such as Steamboat in the Summertime, the Hot Air Balloon Rodeo and the new Steamboat All-Arts Festival, businesses choose to enhance Steamboat Springs' summer marketing efforts and support a healthy membership base.

### 'Steamboat in the Summertime' Special Events

"Exposure, credibility and summer marketing support are three great reasons to sponsor Chamber events," notes Steamboat Springs Chamber Resort Association Special Event and Sponsorship Director Kara Givnish. "Sponsorships enable us to deliver the highest quality events, which prove to be strong motivation for people to choose Steamboat in the Summertime. Event sponsors help preserve the integrity of long-standing events and make new events possible. Our event sponsors are part of our team;



FILE PHOTO

**Community sponsorships** are critical to the Steamboat Springs Chamber Resort Association's Steamboat in the Summertime Special Events and Chamber Membership Programs and Events. Without generosity of the community, events like the Annual Hot Air Balloon Rodeo would not exist.

without sponsors, these events would not exist."

Before becoming a sponsor, business leaders and owners should ask themselves, "What does this organization represent?" and "Why should I affiliate my businesses with an event?" With your businesses' reputation on the line, it is in a company's best interest to partner with an organization that is focused on community-wide efforts that benefit many people. An organization to consider is the Steamboat Springs Chamber Resort Association.

"Our organization is proud to sponsor the Steamboat Springs Chamber Resort Association summer events. We want to support the Chamber and their initiatives to entice as many people to visit Steamboat Springs as possible," says Katy Martin,

sales and marketing director for ResortQuest Steamboat. "By partnering with the Chamber, together we are able to make our efforts go further. The lodging community's marketing programs alone would not be sufficient to fill every bed in the community."

Now, more than ever, donations, volunteer time and sponsorships are critical to the vitality and success of the Steamboat Springs Chamber Resort Association. In today's economy, people are getting creative about how to use their tight resources to make an impact. Supporting the Steamboat Springs Chamber summer events can show a solid investment of a company's time and money.

The Steamboat Springs Chamber Resort Association is adding two new events to the summer repertoire for 2009. Look out for the Steamboat All-Arts Festival (Aug. 20 to 23) and OktoberWest (Sept. 18 to 20) two new events that join the cast of many other event favorites throughout the summer.

### Chamber Membership Programs and Events

This year, the Steamboat Springs Chamber Resort Association is doing more events and programs for their members without increasing membership dues and continuing to provide the same great service and value. Community partnerships and sponsorships are absolutely critical to Chamber membership programs, helping to maintain the high level of service, support and programming.

"Chamber membership sponsorship opportunities

are truly a win-win situation for all businesses involved," says Steamboat Springs Chamber Resort Association Membership Director, Amy Minotto. "Chamber members who sponsor events are able to promote their business to a specific group of people while at the same time, supporting their community and their Chamber."

Chamber membership sponsorships come in all shapes and sizes. Involvement and participation can be tailored to each individual business, whether a business chooses to be the "title" or "presenting" sponsor of the Economic Summit or the Home and Garden Expo or by simply having a booth at the Summer Activity Mixer.

For the past six months, the Steamboat Smokehouse has been the host and sponsor for the new Chamber membership program, Good Morning Steamboat. The early morning program, which includes discussions about Steamboat Springs' news and events, has been a great draw for the downtown restaurant.

"Participating in Good Morning Steamboat has given us the opportunity to flex our muscle here at the Smokehouse," boasts Fritz Aurin, owner of the Steamboat Smokehouse. "It gives us the opportunity to show off our family room space in the restaurant. We get to showcase our technology capabilities and people always love the ambiance. By hosting an event that fosters any kind of discourse about business and current events, we also see ourselves as providing an intangible value to the community."

### Show your support

Sponsor a Steamboat Springs Chamber Resort Association event

#### Steamboat in the Summertime 2009 Special Events Sponsorship Opportunities

- 29th Annual Hot Air Balloon Rodeo: July 11 and 12
- Steamboat All-Arts Festival: Aug. 20 to 23
- Labor Day Celebration – Wild West Air Fest: Sept. 5 to 7
- Steamboat OktoberWest: Sept. 18 to 20

For more information about sponsoring a Steamboat in the Summertime special event, contact Kara Givnish at 875-7002 or kara@steamboatchamber.com.

#### Chamber Membership Programs and Events Sponsorship Opportunities

- 2nd Annual Home & Garden Expo: May 30
- Youth Education Scholarship (Y.E.S.) Golf Tournament: June 3
- Summer Activity Mixer: June 9
- Host a Chamber Business After Hour Mixer
- Join or Support the Young Professionals Network
- Become a Steamboat Chamber Ambassador

For more information about sponsoring Chamber Member Programs and Events, contact Amy Minotto at 875-7004 or amy@steamboatchamber.com.

The mission of the Steamboat Springs Chamber Resort Association is to support, encourage and sustain a vibrant, healthy economy in Steamboat Springs and surrounding areas. Sponsorships, donations and volunteer time are keys to the success of the Steamboat Springs Chamber's Steamboat in the Summertime special events and Chamber membership programs. The Steamboat Springs Chamber Resort Association appreciates and thanks all sponsors in advance for their support for a great summer season.



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#### Upcoming Events

May 21

**Young Professionals Network Event**

Have you or your staff joined the new Young Professionals Network? Monthly members-only events feature inspiring speakers, networking opportunities, and professional development.

5:30-7:30pm at Ghost Ranch Saloon

Please contact Marion to join YPN and to register for this event at marion@steamboatchamber.com or 875-7008.

May 30

**2nd Annual Home & Garden Expo**

Don't miss this Expo! Free food, refreshments and great door prizes. Over 30 booths. This event is sponsored by Grand Lake Plumbing and Heating.

10:00 am - 2:00 pm at the Steamboat Grand.

For more information, contact Meagan Coates at 875-7003.

#### SAVE THE DATES!

June 3 Y.E.S. Golf Tournament

June 7 Steamboat Marathon

June 9 Summer Activity Mixer

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IN THE SUMMERTIME