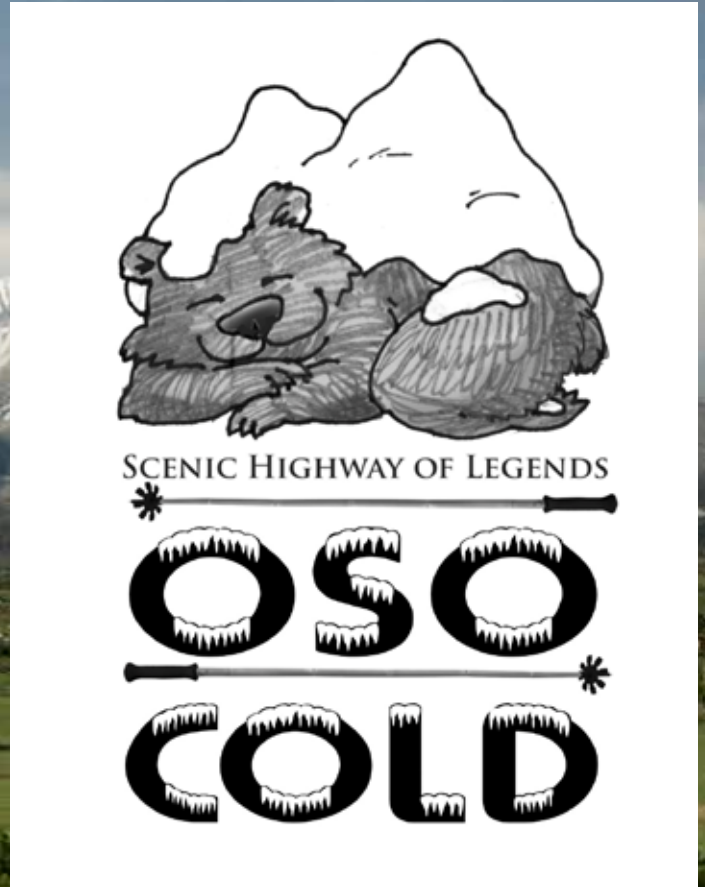


1st annual
Scenic Highway of Legends
OSO COLD Winterfest

February 2-4, 2024





More than 4M vehicles travel the Scenic Highway of Legends annually. Trinidad and Walsenburg have always been the Colorado gateway for travelers from all over the country, and particularly during winter, due our unparalleled winter sports experiences.

By providing a festival in our region during these winter months, we intend to enrich travelers' Colorado experience and beguile them to stop and enjoy more beauty, more sports and more reasons to focus their vacation budgets on the communities and merchants along the Scenic Highway of Legends

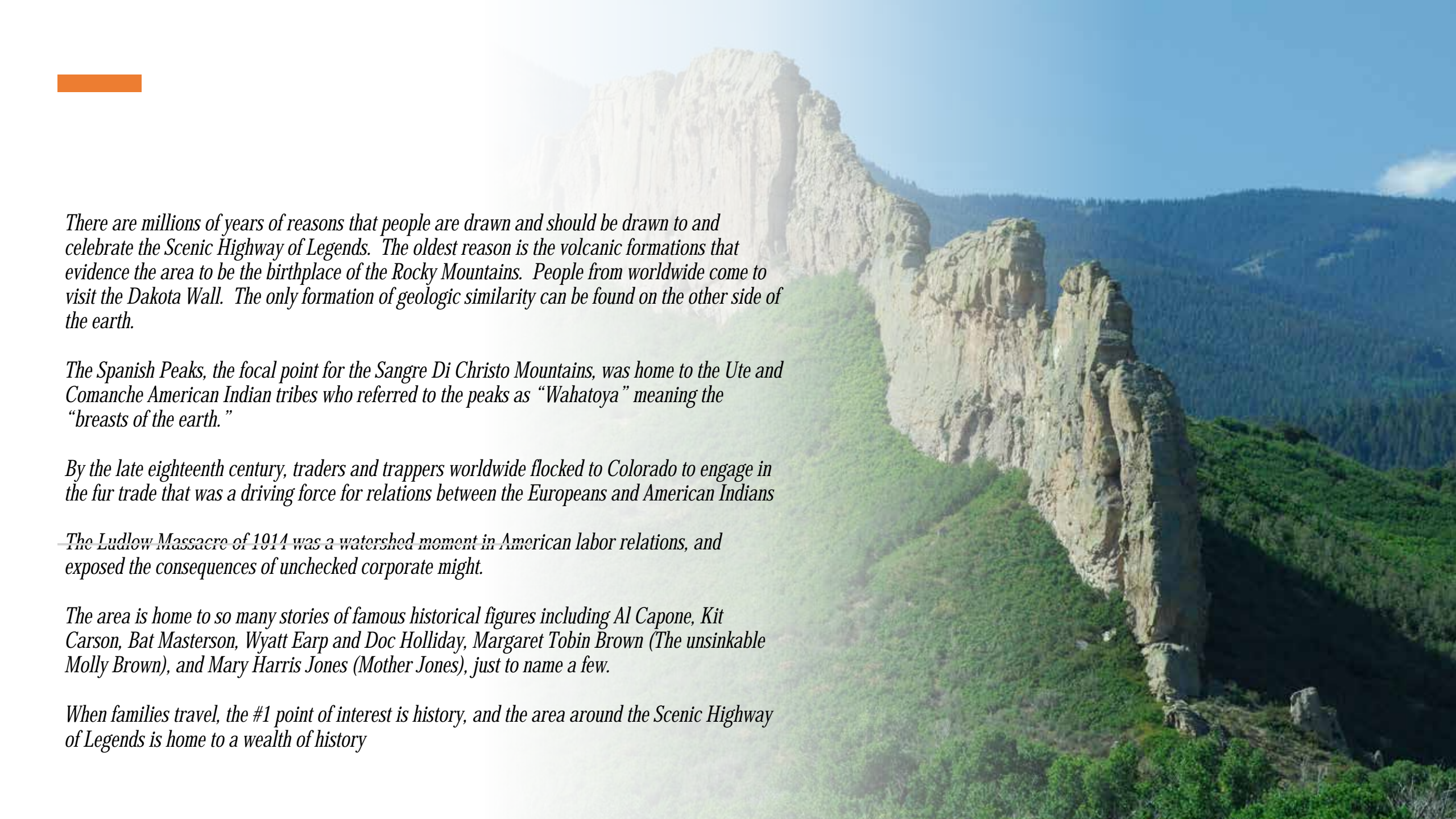




The Scenic Highway of Legends OSO COLD Winterfest is a collaboration between Las Animas and Huerfano counties to celebrate the amazing views on our highway, which is now one of America's byways, having received that designation in 2021.

The purpose of this event is to help promote the area, assure the sustainability of local businesses, engage visitors in the cultural and heritage aspects of the region, and enhance the quality of life for its residents.

Ice sculpture, winter games, parties, theater, art, and concerts are just some of the fun activities on tap in a unified effort for the thousands of people who will travel from all over the region to participate in this fun-filled event.



There are millions of years of reasons that people are drawn and should be drawn to and celebrate the Scenic Highway of Legends. The oldest reason is the volcanic formations that evidence the area to be the birthplace of the Rocky Mountains. People from worldwide come to visit the Dakota Wall. The only formation of geologic similarity can be found on the other side of the earth.

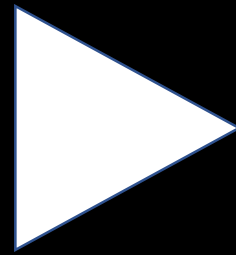
The Spanish Peaks, the focal point for the Sangre Di Cristo Mountains, was home to the Ute and Comanche American Indian tribes who referred to the peaks as “Wahatoya” meaning the “breasts of the earth.”

By the late eighteenth century, traders and trappers worldwide flocked to Colorado to engage in the fur trade that was a driving force for relations between the Europeans and American Indians

~~The Ludlow Massacre of 1914 was a watershed moment in American labor relations, and exposed the consequences of unchecked corporate might.~~

The area is home to so many stories of famous historical figures including Al Capone, Kit Carson, Bat Masterson, Wyatt Earp and Doc Holliday, Margaret Tobin Brown (The unsinkable Molly Brown), and Mary Harris Jones (Mother Jones), just to name a few.

When families travel, the #1 point of interest is history, and the area around the Scenic Highway of Legends is home to a wealth of history



This will be a video/drone video of the many scenic view along the highway, including coke ovens in Cokedale, Stonewall, Monument Lake, Spanish Peaks, etc to attract sponsors or entice attendees

VIDEO

Highway of Legends Winter Festival



With starting points in Walsenburg and Trinidad, centering on 28 miles between La Veta and Monument Lake, the festival will highlight industry, merchants and organizations that define the character and opportunity in southeastern Colorado, as well as highlight the rich and quirky history and one of a kind geological features of the area

- *Feb 2- local kickoff with events in Walsenburg, La Veta and Trinidad.*
- *Feb 3- noon- 10PM*
- *Feb 4- 10AM-4PM*

- *Dates determined from similar events (Breck and Alamosa)*

Highway of Legends Winter Festival

Winter sports & activities

- *Ice fishing*
- *Ice/snow sculpting competition*
- *Snowshoeing*
- *Kids games*
- *Contests*
- *Drawings*
- *Music/BANDS*
- *“Beercicles”*

Thursday Feb. 1 st 2024 – Ice Sculptures briefing/prep etc.	
Friday Feb. 2 nd 2024- Ice Sculptures Start, Evening Launch Party	
Monument Lake: *Ice Sculptures Begin *Vendor Set up	Launch parties at locations in Walsenburg and Trinidad *Ice Sculptures Begin *Vendor Set up *Evening Kick-off Party- Dinner/Dance
Saturday Feb. 3 rd 2024- Day 1 of Events **Shuttle Service Between the locations** Noon-10pm	
Monument Lake: *Small Business Vendors (LA&H Businesses) *Sculptures * Ice Fishing Demos/tournament • Snowmachine rental/demos? • Family winter games/events *Live Music or DJ (Open mic sign up?) *Frozen T-Shirt Contest * Polar Plunge (Sponsorship Teams?) *Ice Axe Throwing *Evening Concert/Dinner	Cuchara Valley Mercantile/Mountain Park: *Small Business Vendors (LA&H Businesses) *Sculptures *Sledding/tubing *Snow Races *Snow machine rental/demos? *Shovel Races * Robbing the Snow Bank (Kid and Adult pile) *Snow Games (Snow Angels, Snowmen, etc) *Community Snowball Fight?
Sunday Feb. 4 th 2024- Day 2 of Events **Shuttle Service Between the locations** 10AM-4PM	
Monument Lake: *Small Business Vendors (LA&H Businesses) *Sculptures * Ice Fishing Demos * Snowmachine rental/demos? *Live Music or DJ (Open mic sign up?) *Wet T-Shirt Contest * Polar Plunge (Sponsorship Teams?) *Ice Axe Throwing *Awards From This Location *Afternoon Concert/Dinner	Cuchara Valley Mercantile/Mountain Park: *Small Business Vendors (LA&H Businesses) *Sculptures *Sledding/tubing *Snow Races *Snow machine rental/demos? *Shovel Races * Robbing the Snow Bank (Kid and Adult pile) *Snow Games (Snow Angels, Snowmen, etc) *Community Snowball Fight? *Awards From This Location



Highway of Legends Winter Festival

Marketing/Advertising

Comprehensive media plan,
utilizing social media, radio and
print to all of Colorado, Kansas,
Oklahoma and Texas



Highway of Legends Winter Festival

Budget

Approx \$80,000

bands/music

security

supplies

rentals

ice

- Grants- targeting Trinidad tourism and Huerfano county
- Sponsorships- compiled list of 26 larger sponsors (\$25,000-\$150)
- Leveraging/partnering with World Journal

Highway of Legends Winter Festival

COLLABORATION





Highway of Legends Winter Festival

Bringing together all of the defining characteristics of the area:

Art- plein air artists? Art show with SHOL subject matter?

Theater- progressive theater along the highway towns

Restaurants- food trucks, brewery

Merchants- outfitters, sports

Maps- highlighting historical sites

Scheduled work session with Trinidad City council April 24, and planned roadshow with local government orgs, including La Veta, Walsenburg, Amarillo, Raton, etc

Partner Sponsorships

SPONSORSHIP OPPORTUNITIES: *Funding this event is an investment in our community's future and we thank you in advance for your consideration.*

1: Event Partner \$25,000

§Named as Event Partner on all advertising with large logo

§8 VIP tickets to Friday, Saturday and Sunday concerts (if free concert, the sponsor gets dinner and drink tickets)

§Multiple banners at each location

§In all social media, on-air, & print advertising

§Free vendor booth option

2: Title Sponsor \$10,000

§Named as sponsor on all advertising with logo

§6 VIP tickets to Friday, Saturday and Sunday concerts (if a free concert, sponsor gets dinner and drink ticket)

§2 banners at each location

§In all social media, on-air, & print advertising

§Free vendor booth option

Sponsorships

SPONSORSHIP OPPORTUNITIES: *Funding this event is an investment in our community's future and we thank you in advance for your consideration.*

3: GLACIER SPONSOR \$5,000

- *Named as Sponsor on all advertising with Logo*
- *4 VIP Tickets to Friday, Saturday and Sunday Concerts (if free get dinner and drink ticket)*
- *1 Banners at Each Location*
- *In all Social Media, On-Air, & Print Advertising*
- *Free Vendor Booth Option*

4: ARTIC CIRCLE SPONSOR \$1,000

- *Named as Sponsor on all advertising with Business Name*
- *2 VIP Tickets to Friday, Saturday and Sunday Concerts (if free get dinner and drink ticket)*
- *1 Banners at Each Location*
- *In all Social Media, On-Air, & Print Advertising*
- *Free Vendor Booth Option*

Sponsorships

SPONSORSHIP OPPORTUNITIES: *Funding this event is an investment in our community's future and we thank you in advance for your consideration.*

5: PENGUIN LEVEL SPONSOR \$750

- *Named as Sponsor on all advertising with Business Name*
- *2 VIP Tickets to Saturday Concert*
- *Banner at One Location*
- *Listed In all Social Media, & Print Advertising*
- *Free Vendor Booth Option*

6: FROSTBITE LEVEL SPONSOR \$500

- *Named as Sponsor on all advertising with Business Name*
- *Banner at One Location*
- *Listed In all Social Media & Print Advertising*
- *Free Vendor Booth Option*

7: ULTRA COOL LEVEL SPONSOR \$250

- *Named as Sponsor on all advertising with Business Name*
- *Listed In all Social Media & Print Advertising*
- *Free Vendor Booth Option*

8: Vendor Booth \$100

- *Vendor Booth Only*

Example activities:

- *Ice fishing*
- *Nordic race (snow shoe, cross country ski,...)- Cuchara pass*
- *Frozen tshirt contest*
- *Shovel races*
- *Robbing the snowbank*
- *Ice Ax throwing contest*
- *Polar plunge*
- *Ice or snow sculpting location*

Sponsorship opportunities:

- *Nordic race sponsorships*
- *Concert sponsorships*
- *VIP tent- they would get “goodie bags” and speakers*
- *Phone charging station*
- *Robbing the snowbank sponsorship*
- *Kid’s races sponsorships*
- *Ads on the website, on the map*
- *Winter themed or Spanish Peaks themed gallery shows*
- *Sponsorship of the sculptors*
- *Music sponsorship (involve KCRT)*

Highway of Legends Winter Festival

We would like for the sponsorships to be carried by companies and then the charity organizations in the area to facilitate the actual event or contests.

For instance, Phil Long might sponsor shovel races, but maybe Trinidad Youth Club might manage the race.