



80th Annual Buffalo Bill Days 2026 Sponsorship Opportunities

July 24-26, 2026 | www.GoldenBuffaloBillDays.com

What is Buffalo Bill Days?

Buffalo Bill Days is Golden's beloved annual tradition and largest community festival, honoring the legendary frontiersman William F. "Buffalo Bill" Cody and celebrating the town's rich Western heritage. What started in the 1940s as commemorative trail rides by the Buffalo Bill Saddle Club to Cody's gravesite on Lookout Mountain (with the first parade in the 1960s) has evolved over nearly 80 years into a vibrant, family-friendly weekend event.

Held each last weekend in July at Parfet Park in downtown Golden, the free, all-ages festival draws over 25,000 attendees from the local area and beyond. It features:

- The iconic "Best of the West" parade through downtown
- Live music and entertainment on the main stage
- Amusement rides and kids' activities
- Local food vendors, artisan booths, and a beer garden hosted by the Lions Club of Golden
- The Golden Fire Department's popular pancake breakfast on Saturday morning
- Other highlights include the Western Celebration Month that has many community gathering events throughout June/July

This wholesome, small-town celebration fosters community spirit, creates lasting family memories, and remains free to the public thanks to dedicated volunteers and generous sponsors.

What are Benefits of Sponsoring Buffalo Bill Days?

Partner with one of Golden's most iconic and enduring events to gain meaningful exposure in a positive, family-oriented environment. As Colorado's premier hometown festival with strong local attendance (25,000+), your sponsorship delivers:

- **High-visibility branding** opportunities throughout the festival grounds, parade route, and main stage
- **Direct community engagement** via on-site booths, announcements, interactions, and exclusive perks (such as parade entries, named awards, or on-stage recognition)
- **Multi-channel promotion**, including the event website, social media (Facebook and Instagram), program ads, and extended visibility during Western Celebration Month leading up to the festival
- **Powerful goodwill and community impact**—your support helps keep the **historic event free for all attendees**, reinvests in Golden through local causes (like Golden High School scholarships), and strengthens ties with residents, customers, and employees

As a volunteer-run 501(c)(4) nonprofit, Buffalo Bill Days ensures every sponsorship dollar supports the community your business serves—making it a smart, heartfelt investment in local pride and legacy. For the latest sponsorship details, visit the official site at GoldenBuffaloBillDays.com.

Sponsorship Levels

	Presenting (\$10,000)	Showman (\$5,000)	Trailblazer (\$3,000)	Pioneer (\$1,000)	Cowboy (\$500)
Complimentary Parade Entry	★	★	★	★	★
Stage Recognition throughout Weekend (frequency based on sponsorship level)	★	★	★	★	★
Main Stage Banner (BBD will create for uniformity)	★	★	★	★	★
Digital Media: Logo on website (in order of sponsorship level)	★	★	★	★	★
Social Media Promotion on Facebook & Instagram (frequency based on sponsorship level)	★	★	★	★	★
Banner at Entrance Fenceline (BBD will create for uniformity)	★	★	★	★	
Western Celebration Month Promotion	★	★	★		
Premium Booth	★	★	★		
Print Media	★	★	★		
Recognition at BBD Welcome Event & Western Celebration Events leading up to weekend	★	★	★		
Parade Award Named After Business	★	★			
Parade Judging Committee Participation	★	★			
Provide Promotional Materials	★				
On Stage Speaking Opportunities throughout Weekend	★				
Two Primary Main Stage Banners	★				
Primary Entrance Banner on Fenceline	★				

Sponsorship Details

Presenting Sponsor: \$10,000 (SOLD)

Be the Official Presenting Sponsor of the 80th Annual Buffalo Bill Days-the ultimate visibility package!

- Premium booth in prime Parfet Park location
- Two large custom banners on the main music stage and one at the entrance
- Logo on official event t-shirt, all print materials, ads, and press releases
- Prominent logo placement with link on the Buffalo Bill Days website homepage
- Dedicated social media features across Facebook and Instagram
- Maximum on-stage exposure, including welcome introduction and continuous shoutouts
- Named parade award + participation on the judging committee
- Opportunity to distribute swag or promotions to attendees.
- Promotion at multiple events during the Western Celebration Month (throughout June/July) leading up to the BBD weekend
- Complimentary parade entry

Showman Sponsor - \$5,000

Stand out as a major supporter with excellent exposure and engagement perks!

- Premium booth in high-traffic location
- Complimentary parade entry
- Your logo featured on the main stage and entrance banners (professionally printed by BBD for consistency)
- Multiple stage shoutouts, including opening remarks Friday–Sunday
- Named parade award in your business/organization's honor + participation on the judging committee
- Promotion at multiple events during the Western Celebration Month (throughout June/July) leading up to the BBD weekend
- Prominent website listing under the Showman level with direct link
- Social media promotion on Facebook and Instagram

Trailblazer Sponsor - \$3,000

Gain solid exposure while supporting Golden's biggest free family event!

- Premium booth in high-traffic location
- Complimentary parade entry
- Main stage and entrance banners (professionally printed by BBD for consistency)
- Shoutouts during opening remarks and throughout the weekend (including parade day)
- Website logo placement under Trailblazer level with link
- Promotion at multiple events during the Western Celebration Month (throughout June/July) leading up to the BBD weekend
- Social media promotion on Facebook and Instagram

Pioneer Sponsor - \$1,000

Join the legacy with meaningful recognition at this historic celebration!

- Complimentary parade entry
- Main stage and entrance banners (professionally printed by BBD for consistency)
- Shoutouts at opening and throughout the event
- Website logo under Pioneer level with link
- Social media promotion on Facebook and Instagram

Cowboy Sponsor - \$500

Show your support for Golden's Western heritage with essential visibility!

- Complimentary parade entry
- Main stage and entrance banners (professionally printed by BBD for consistency)
- Shoutouts during opening remarks and weekend activities
- Website logo under Cowboy level with link
- Social Media Promotion on Facebook and Instagram

Questions?

We'd love to hear from you! Contact Sponsorship Chair Heather Schneider at BBDSponsors@gmail.com or by cell at 303-974-0994 to discuss sponsorship options and customize a package that best aligns with your goals and budget.

Let's work together to keep Buffalo Bill Days free, fun, and thriving for generations to come—spots are filling up fast!