



Dear Potential Sponsor,

Building Ute Pass Community (BUPC) invites your organization to partner with us by becoming a sponsor of the 86th Annual Bronc Day on Saturday, July 27, 2024 in Green Mountain Falls, Colorado. Bronc Day is a celebration of the culture and history of Green Mountain Falls and the Ute Pass region of Colorado. This family-friendly event brings the community and visitors together to celebrate the rich heritage of the Ute Pass region.

By sponsoring this event, you are supporting the arts, culture, and people of the communities that make up beautiful Ute Pass. Each year, Bronc Day draws scores of residents and visitors to Green Mountain Falls to enjoy a day of old-fashioned, small-town festivities, including a parade, a pancake breakfast, a pie contest, arts & crafts, kids' activities, fishing, and more. Our goal this year is to raise \$15,000 in support of BUPC and Bronc Day. These funds will help bring the community together to honor our history, from the original Native American tribes who created the passable trail to the settlers who made a home among the mountains.

BUPC is hosting Bronc Day for the first time in 2024. Bronc Day is a perfect flagship event for our nonprofit group, which seeks to sustain and strengthen the Ute Pass community in just this way.

You'll find a list of sponsorship opportunities and benefits attached here, along with more information about BUPC, Bronc Day, and our community partnerships.

We hope that you will consider a sponsorship of this cornerstone event of our community. To donate or for more information, visit the [Bronc Day website](#) or contact us at bupc@buildingutepasscommunity.org.

With our Heartfelt Thanks,

Lisa Bonwell
BUPC President

Board of Directors

Executive Committee
Lisa Bonwell, President
Darlene Jensen, Vice President
Shelly Scott-Nash, Treasurer
Nancy Dixon, Secretary

Board Members

Luzia Galosi
Lisa Huizenga
Jamie Krall
Margaret Morris

Bronc Day Committee

Heidi Bailey
Carolyn Bowers
Margaret Frey
Dinah Mann





Sponsorship Opportunities

Underwriting

Gain even more visibility at this year’s event by becoming a Bronc Day 2024 underwriter. Not only will you support this important cause in a unique way, but your business will be featured leading up to the event and throughout the venue as a major partner.

Entire Event:	\$15,000
Entertainment:	\$5,000
Parade:	\$2,000

★ **The Saddle Club** ★

\$500 and up

In gratitude for your support, you will receive:

- Name and logo displayed on Bronc Day website
- Appreciation posts on BUPC and Bronc Day social media
- Name and support level announced at parade

- Logo prominently displayed on the Sponsorship Parade Banner*
- Logo prominently displayed throughout the day in our event venue

**Organization has the option to provide a banner to be carried in the parade on its behalf*

★ **The Spur Circle** ★

\$250 - \$499

In gratitude for your support, you will receive:

- Name and logo displayed on Bronc Day website
- Appreciation posts on BUPC and Bronc Day social media
- Name and support level announced at parade
- Logo prominently displayed throughout the day in our event venue

★ **The Bronc Corral** ★

\$100 - \$249

In gratitude for your support, you will receive:

- Name and logo displayed on Bronc Day website
- Name and support level announced at parade

Our goal of \$15,000 will ensure that Bronc Day 2024 is a success. If we exceed that goal, you can be assured that your sponsorship will help BUPC fulfill its mission through other community events. Your contribution will be acknowledged throughout the year!

BUPC is a registered 501(c)(3) organization. Donations are eligible for applicable tax deductions. Contact bupc@buildingutepasscommunity.org for more information.

Building Ute Pass Community

Our Mission

Building Ute Pass Community (BUPC) is a 501(c)(3) nonprofit dedicated to uniting and enriching the Ute Pass Community by providing meaningful cultural, social and historical opportunities.

Bronc Day 2024 is our flagship event, and we will continue to host social and cultural events throughout the year.

Bronc Day

Bronc Day is an annual festival, held in Green Mountain Falls historically hosted by the local Chamber of Commerce. In 2024, BUPC is stepping in to host the 86th Bronc Day, in alignment with the nonprofit's mission. Hosting this event is intended to establish BUPC's role in the Green Mountain Falls and Ute Pass community.

Bronc Day began in 1939 as an event to commemorate the opening of tourist season and to celebrate the Vertical Mile Marathon racers training for the race up Pike's Peak. At this first event, a parade with horses, a clown, and a parade queen, met the marathon racers in Cascade and escorted them to Green Mountain Falls for a day of fun including saddle relay races, trick riding, sack races, ceremonial Indian dances, and evening fireworks. Over the years, Bronc Day grew, with the addition of more riding contests, gun battle shows, a King and Queen contest, barbecues, and jitterbug and square dancing. For years, the horses took centerstage at the parade, with as many as 149 participating in the 1948 event. After the construction of Highway 24 eliminated the riding event area, Bronc Day evolved again. In recent years, it has become a truly family affair with boat races, arts & crafts vendors, a pie contest, and more activities for the entire family. A Grand Marshal is selected to honor a prominent citizen and generations of Ute Pass families march in the parade to honor their long history here.

Our Partners

BUPC has partnered with the Town of Green Mountain Falls, Friends of Ute Pass Trails, Green Box Arts, Church of the Wildwood, Western Heritage Spirit of Colorado Springs, Ute Pass Historical Society, and other Ute Pass organizations to envision and host community-building events throughout the year.

