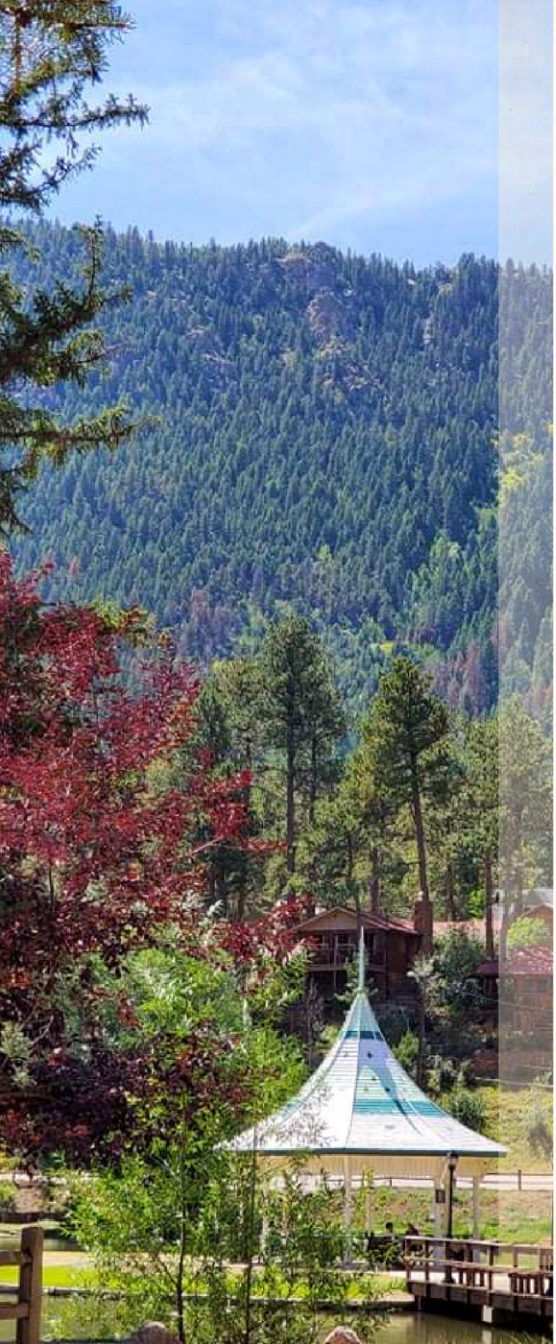
86th Annual

BRONC DAY

27 JULY | 7am - 3pm

ALL ABOARD FOR UTE PASS

Green Mountain Falls, Colorado



BRONC DAY

TABLE OF CONTENTS

1 WHAT IS BRONC DAY?

2 WHO ARE WE?

3 BUILDING UTE PASS COMMUNITY

4 WHO WILL BE THERE?

5 A PLACE FOR YOU

6 SCHEDULE OF EVENTS

7 VENUE MAP

8 PRESS RELEASE

9 HISTORY OF BRONC DAY

10 GRAND MARSHAL

11 BRONC DAY PARADE

12-13 PHOTO GALLERY

14 DIGITAL ENGAGEMENT

15 BRANDING

16 OUR PARTNERS

17-19 SPONSORSHIPS

20 CONTACT INFO

BRONC DAY PUBLICITY COMMITTEE

July 2024

What is Bronc Day?

The Bronc Day Festival in Green Mountain Falls, Colorado is an event that celebrates all things western! Enjoy a day filled with old-fashioned family games, food, and festivities. Whether you're a cowboy or cowgirl at heart, this festival is sure to delight with its parade, art vendors, pie contest, and mouthwatering food trucks. Don't miss out on this incredible opportunity to immerse yourself in the vibrant western culture of Green Mountain Falls.

All Aboard for Ute Pass!

Bronc Day

Sat July 27

7am-3pm

Green Mountain Falls

Who are we?

Building Ute Pass Community

The purpose of Building Ute Pass Community is to unite the Ute Pass Community by providing meaningful cultural, social and historical events.
BUPC is a registered 501(c)(3)

"We want the communities of Ute Pass to act together. We need each other - none of us do well alone. We want to know our neighbors, to achieve unity where everyone thrives, and be stronger because of these connections."

- Lisa Bonwell (President)

Building Ute Pass Community

Our Mission

Building Ute Pass Community (BUPC) is a 501(c)(3) nonprofit whose mission is to unite, inspire and empower the people of the Ute Pass community to create a thriving future together.

Bronc Day

BUPC is an outgrowth of Bronc Day, one of Colorado's longest running festivals (since 1939). The event's organizers want to extend the festival's reach to all Ute Pass communities. To make that happen, they created BUPC, a non-profit that promotes events to benefit the community.

The theme of the 86th Annual Bronc Day Festival - to be held on Saturday, July 27 in Green Mountain Falls - is "All Aboard for Ute Pass!" to pay homage to the Midland Railway that connected Colorado Springs to Ute Pass and beyond.

"People from all over Ute Pass and the Springs come to Green Mountain Falls to celebrate history," BUPC president Lisa Bonwell says. "So many people from all ages came together. We discovered how vital and vibrant Ute Pass can be. In the 1800s, we were connected by the train . . . now we are connecting our Ute Pass neighbors through events."

For information on becoming involved as a donor, volunteer, sponsor, or partner visit: broncdayfestival.org or email: BUPC@buildingutepasscommunity.org

Our Partners

BUPC has partnered with the Town of Green Mountain Falls, Friends of Ute Pass Trails, Green Box Arts, Church in 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.

PO Box 627
Green Mountain Falls, CO 80819

Who will be there?

Check out the list of our fabulous vendors!

Grumpy Man's Wife: Embroidered and Direct To Fabric printed shirts

Blue Sage Healing Arts: Jewelry, photos, handcrafted cards, and paper products, homemade bath and body products.

Kenpo Karate of Woodland Park: Martial Arts Instructor, Confidence Builder, nothing being sold except life's experiences

Snugglemedarling: Handmade custom quilts, T-shirt quilts, memory quilts. Mountain wall art, small items like tea towels

Blooming Metal: Handmade Sterling Silver and Copper Jewelry

JT Printing Innovations: 3D printed items and hand made chainmail jewelry

Sunshine Crafts: Hand Crafted Sun Catchers

Tahaas Art: Paintings, Art Kits, Jewelry

Big Iron Creations: Horseshoe art, barnwood decor, custom tumblers, wooden board games, leather goods, onesies, etc.

Hanson Honeybee Farm: Honey, whipped honey, lip balm, lotion bar, hand butter, beard balm, candles, wax melts

Sun Mountain Threads: Colorado apparel

Steph Moon Paints: Landscape paintings, prints, cards and stickers

Charlotte Lee Pottery: Handmade functional stoneware pottery

Lainie An Ornament Girl: Handmade Quilted Ornaments for all occasions.

One Crafty Giraffe: Colorado, Nature, and Nerd Themed Layered Wood Art

Colorado Crystal Connections: Crystals, minerals, and stones

Snow Shodo Studio: Custom-made Japanese calligraphy wall art, T-shirts, pins, stickers, and magnets.

Beadology: Beaded bracelets, necklaces, keyfobs. Teacup birdfeeders

COS Gifts Are Sweet: A variety of Grapevine Wreath products.

2R BAR: Artisan wood and acrylic pens/pencils, barware, keychains, utensils, knives, axes, cutting, charcuterie boards.

Chapter BW of PEO Colorado: Pashmina ponchos & ornaments made by the Apparent Project in Haiti.

JT's Beeldschoon Woods: Handmade live edge items: tables, benches, charcuterie/cutting boards, wood rounds, planters

Maes Jewelry Box: Handmade jewelry for adults and children

Morse & Mantra: Handmade Morse Code Jewelry and Gifts! Made with love in Colorado Springs.

Stones, Bones & Wood: Green Mountain Falls T-shirts, mugs & accessories

Patriot Flags and Gifts: U.S. and Colorado wood flags, Colorado themed gifts to include personalized aspen ornaments.

Marions Artsy Corner: Welded yard Art out of recycled metal

Poppy & Moon Crystal Co.: Crystals, gems, minerals, and jewelry. We have something for everyone!

Zion Blankets (Luxury Alpaca): Alpaca blankets, scarves, and hats; cotton hippie pants & hand beaded bracelets

Ron's Rustic Benches: Wooden benches and tables

PaperPie: Educational and fun products for children, to include interactive books, games, and STEAM toys.

Infinite Spiral Design/Apron Strings: Crystals, rocks, candles, jewelry, smudge kits; men's, women's and children's aprons.

Harris Legacy Woodworks: Cutting boards, charcuterie boards, fishing nets

Better Birdwatching: Birdwatching books and DVD videos

Maddie Mae Children's Boutique: Children's boutique style clothing and accessories

Steam, Stone, and Wire Artistry: Steampunk jewelry and wall art

Silver's Creations: Wood engraved products such as boxes, candle holders, wine bottles.

Among the Aspens Collective: Hand poured candles, reed diffusers, solid perfumes. Natural pet balm, sprays, shampoos.

Glamour Bowz: Hair bows and headbands, dreamcatchers, fairy wings, hair bow holders, baby hats, bottle cap necklaces.

A place for YOU

Are you a person who likes to do more than just sit back and watch? You're in the right place! We have loads of opportunities for you to have an impactful role in this historic community event:

- Do you love modern costumes or old-timey clothes? Sign up to be in the parade! Whether you want to advertise your business or show off your friends and family! We welcome all sizes - from floats to tiny tots!

- Are you secretly a pro at flipping pancakes? Help us raise $ to support Bronc Day by helping out at the pancake breakfast!

- Vendors love Bronc Day! Our spots sell out quickly. Missed this year? Get on the list for the 87th annual Bronc Day!!

- Do you binge-watch baking shows and dream of winning top chef with your amazing baking skills? The Bronc Day Pie Contest is the next best thing! Or is eating pie more your style? We need that, too!

- Do you appreciate being recognized for your heartfelt generosity and community giving? Be an event sponsor and receive the recognition you deserve!

- Do you want to remember a loved one or honor a treasured person in your life? Donating in someone's name is a very special gift!

- Are you worried about biting off more than you can chew? (After all, you want time to have fun on Bronc Day!) We have plenty of bite-size volunteer opportunities if you only have an hour or two to spare. Just send us an email: info@broncdayfestival.org

Schedule

2024 Bronc Day Event Schedule

Pancake Breakfast 7-10
Model Train Exhibit 8-3
Parade Registration 8:30-9:30
Arts/Crafts Vendors 9-3
Pie Judging 9
Parade 10
Duck Races 11
Touch-a-Truck 11-1
Beer Garden 11-2
Face Painting w/Princesses 11-2
Gold Panning 11-3
Dinosaur Resources 11-3
Cool Science 11-3
Parade Award Presentation 11:30
Pie Contest Awards 11:30
Old Fashion Kids Games 11:30-1
Paint-a-Train 12-2
Magician 12-3

2024 Bronc Day Event Map

1	Pancake Breakfast	7 - 10
2	Parade Registration	8:30 - 9:30
3	Arts/Crafts Vendors	9 - 3
4	Bronc Day T-Shirt Sales, Information	9 - 3
	Gift Basket Drawing	1
5	Food Trucks	10:30 - 3
6	Pie Judging	9
	Pie Sales	10:30 - 3
7	Parade	10
8	Duck Races	11
9	Touch-a-Truck	11 - 1
10	Tina the Painting Pig, Big Foot & Smokey the Bear	11 - 3
11	Legacy Tent	9 - 3
12	Beer & Wine Garden	11 - 2
13	Gold Panning	11 - 3
14	Dinosaur Resource Center	11 - 3
	Cool Science	11 - 3
	Magician & Balloons	12 - 3
	Face Painting w/Princesses	11 - 2
15	Model Train Exhibit	8 - 3
16	Parade Award Presentation	11:30
	Pie Contest Awards	11:30
17	Old Fashion Kids Games	11:30 - 1
18	Paint-a-Train	12 - 2
19	Free Swimming in Pool Park	10:30 - 4

Press Release

FOR IMMEDIATE RELEASE, JULY 2024

GREEN MOUNTAIN FALLS BRONC DAY FESTIVAL

GREEN MOUNTAIN FALLS, CO: Bronc Day - one of Colorado's oldest festivals (since 1939) - will be held Saturday, July 27 from 7 a.m. - 3 p.m. in the historic mountain town of Green Mountain Falls. The Bronc Day Festival is filled with activities for children and families including a parade, arts and crafts vendors, a pie judging contest, food trucks, and free swimming at the community pool. New this year is a beer garden from 11 a.m. - 2 p.m.

Bronc Day begins with a pancake breakfast at Church in the Wildwood starting at 7 a.m. A parade of horses, rodeo royalty, vintage cars, Smokey Bear and more starts at 10 a.m. (Rumor has it Bigfoot will be around!) After the parade, head over to the iconic Gazebo Lake for food, vendors, and children's activities including gunny-sack races and other old-fashioned games, rubber-duck races, Storybrooke Princesses' face painting, Professor Higgins' Magic, Cool Science and Dinosaur Resource Center activities.

"All Aboard for Ute Pass" is this year's Bronc Day theme. It celebrates the Midland Railway, the first standard gauge railroad built over the Continental Divide in Colorado. It transported hundreds of vacation-seekers to Green Mountain Falls and other towns in the Ute Pass area. Local historian Mel McFarland will be part of the festivities. He is the author of numerous books about the Midland Railway and its place in Ute Pass history. Also, the Pikes Peak 'N'Gineers will have a model train set up at the Green Box Arts studios.

Bronc Day is presented by Building Ute Pass Community (BUPC), a new non-profit whose mission is to unite, inspire, and empower the people of the Ute Pass community to create a thriving future together.

To find out more about attending or participating in this event as a volunteer or sponsor, visit broncdayfestival.org.

CONTACT: Margaret Morris booklady229@yahoo.com or 719-659-5185.

History

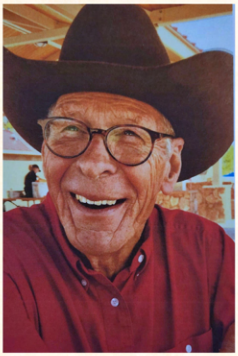
Provided by Jan Pettit, Ute Pass Historian

Photos courtesy Ute Pass Historical Society

The first Bronc Day was held in 1939 to welcome the '"Opening of the Tourist Season" and to honor the Vertical Mile Marathon Racers who were training for the race up Pikes Peak while staying in Green Mountain Falls. A parade met the marathoners 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.

Bronc Day grew with the addition of more riding contests, gun battle shows, a King and Queen contest, barbecues, and jitterbug and square dancing. In the early years, the parade often boasted more than 100 horses (149 in 1948). In recent years, additions include a pancake breakfast, arts and crafts booths, games and activities for the entire family, a pie contest, free swimming, and food trucks. The parade royalty has been replaced by a Grand Marshal to honor a prominent Green Mountain Falls citizen.

Grand Marshal



86TH ANNUAL BRONC DAY
GRAND MARSHAL
JOE OLDS
GREEN MOUNTAIN FALLS, CO
2024

Joe Olds, resident of Green Mountain Falls, has been named Grand Marshal for the 86th Annual Bronc Day Festival to be held on Saturday July 27 in Green Mountain Falls, Colorado. After being named Grand Marshal, Joe had this to say:

"Like lots of other folks, I spent summers here until the opportunity came up about 10 years ago to live here full time. I had gone through the regimen of a business career, raising a family, losing a wife, house payments, broken down cars; the myriad of events one experiences going through life. The call of the wild came through loud and clear! The cabin in Green Mountain Falls came into the family in 1929. A home I was familiar with and loved, in a town that I loved. I spent a few years making my grandparent's summer cabin a year-round sanctuary where I could spend the rest of my life in simplicity.

The hidden wonder of the great outdoors, the quietness of nature, the smallness of the community-all this and more pulled me. It was a decision that has made me content ever since. The community of people, also drawn to this quiet little bit of the past, cannot be described by mere words. They have enriched and gladdened my heart on a daily basis.

I have made many friends here. I am now honored to be named 2024 Grand Marshal of the Bronc Day Parade."

~ Joe Olds

Parade

The 86th annual Bronc Day Parade on July 27, 2024 in Green Mountain Falls, CO begins at the Sallie Bush Center at 10:00 a.m. and continues down Ute Pass Ave past Gazebo Lake, ending at Hotel Street.

New this year is a parade award ceremony at 11:30 a.m. at Gazebo Island. The judges will choose winners for 1st place (blue ribbon and Lorig traveling trophy), 2nd place (red ribbon), and 3rd place (yellow ribbon). In addition, three Judge's Choice ribbons (purple) will be awarded by the individual judges.

Featured Parade Participants

Pikes Peak Vintage Motor Car Club of America
Isaiah Stonecreek, The Banjo Mountain Man
El Paso County Sheriff's Office Honor Guard & Mounted Unit
Mountain Eire Irish Dancers
Honest Accurate Auto Service
1st Colorado Top Hands Drill Team
Murfin Family, Decorated Polaris Ranger
Mel McFarland, Local Railroad History
Green Mountain Falls/Chipita Park VFD
Friends of the Peak, Pikes Peak Bigfoot
Girls of the West for Pikes Peak or Bust Rodeo
Kit Carson Riding Club

FIREFIGHTER

WANTED
★ Cash Reward $50,000
WANTED for: Overeating Food Theft Squealing Food Hoarding
26 "Piggy" James 25

Engagement

Follow Us on the Web

Let's Get Connected for Our Latest News & Updates

facebook.com/BroncDayFestival

instagram.com/broncday

broncdayfestival.org

Branding

Logo and Design Elements

Color Palette

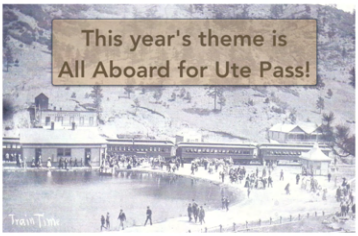
Fonts

Heading: **Bronc Day** [Buffalo Gal]

Bronc Day [Rye]

Body Text: Green Mountain Falls

[Old Standard]



2024 Theme

This year's theme – "All Aboard for Ute Pass!" – pays homage to the Midland Railway that connected Colorado Springs to communities in Ute Pass in the late 1800s. The track's path and a tunnel are still visible in Ute Pass from Highway 24.

Passengers on the railway included Coloradans, tourists and "summer people" from neighboring states who built vacation homes in Green Mountain Falls, Chipita Park, and Cascade.

T-shirt Design

Partners

We are honored to feature our partners and special guests at the 86th annual Bronc Day Festival on July 27, 2024:

Bronc Day Thanks Our Partners!

Along with:

Pro Rodeo Hall of Fame
TCRAS (Teller County Regional Animal Shelter)
El Paso County Office of Emergency Management
El Paso County Sheriff
Friends of the Peak
Tweeds Holiday Home Tour
Green Mountain Falls Fire Mitigation Committee
Green Mountain Falls/Chipita Park Fire Department

Sponsorships

Bronc Day is fueled by the nonprofit 501(c)(3), Building Ute Pass Community (BUPC). The purpose of BUPC is to unite the Ute Pass Community by providing meaningful cultural, social, and historical events.

Without support from individuals, organizations and businesses, Bronc Day cannot exist. Bronc Day is a product of sponsors, donors and volunteers who pour their hearts into the event each year. Will you team with us to make the this year's Bronc Day celebration memorable?

Bronc Day Sponsorship Levels

Saddle Club $500 and up
Spur Circle $250 - $499
Bronc Corral $100 - $249

For more info, please refer the Sponsorship Packet in the following pages.

bupc@buildingutepasscommunity.org

Building Ute Pass Community *presents* **Bronc Day Festival** SINCE 1939

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
PO Box 627
Green Mountain Falls, CO 80819

CONTACT US

info@broncdayfestival.org