



# VENICE ON THE CREEK

DENVER'S GONDOLA



## ADVERTISING OPPORTUNITY ALONG THE CHERRY CREEK

*Daytime fun...*



*Evening Romance*



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Venice on the Creek is managed by the Greenway Foundation, dedicated to the preservation of Metro Denver's urban waterways since 1974, and is supported in part by the Scientific & Cultural Facilities District, the Greenway Preservation Trust, and a gift from the Estate of Robert V. and Billie Mae Behrent





# VENICE ON THE CREEK



## WHAT IS VENICE ON THE CREEK?

Venice on the Creek offers unique modern and historic perspectives to downtown Denver. While floating along the waters of Cherry Creek, customers learn the stories of Denver's growth from a western gold prospecting town into the flourishing urban center of today. They learn how Cherry Creek offered sustenance to the original settlements of St. Charles and Auraria, and later disaster to the log cabins of Denver. While relaxing on a 23 foot long punt and passing through Colorado's only working boat locks, customers experience how Denver's history is intricately connected to the Creek including the buildings and bridges that are adjacent to and cross Cherry Creek between Larimer St. and Confluence Park.

2009 marks Venice on the Creek's 14th year of historic and romantic boat tours on Cherry Creek in Downtown Denver. Over those 14 years, ridership has consistently grown and the banks have seen nothing short of a booming restoration. The land adjacent to Cherry Creek from Larimer St. to Confluence Park has gone from neglected fields and rail yards to high-end residential buildings, corridors of recreation and even Denver's new Museum of Contemporary Art. In those same years, Venice on the Creek has grown from a little known amenity to a vital aspect of Downtown Denver's active outdoor culture.

Venice on the Creek offers a one-of-a-kind recreational and entertainment venue along this historic body of water while also assisting in the maintenance and enhancement of this treasured waterway.

As people float down Cherry Creek on our Punts, the often neglected connection between and urban com-

munity and the environment is brought enjoyably to the forefront. As the banks of the Cherry Creek become increasingly popular residential and recreational areas, Venice on the Creek continues to revitalize Cherry Creek and remind Denver of both its humble beginnings and current vitality.



Venice on the Creek is also the tourism branch of the Greenway Foundation. Since 1974, the Greenway Foundation has led the effort to enhance and preserve the South Platte River and its tributaries throughout the Denver metropolitan area. Over the last three decades, over \$80 million of environmental and recreational amenities have been added to these valuable natural resources.



# VENICE ON THE CREEK



## ADVERTISING OPTIONS

### #1: Banner Over the Cherry Creek trail

The Venice on the Creek train and caboose sit on one of Denver's historic iron train bridges over the Cherry Creek. This bridge is located just around the corner from Confluence Park in downtown Denver. This trail sees hundreds of bicyclists, pedestrians and runners every day. The train is clearly visible from the trail and so is any signage on the train. The ad space is available in banners that are 4 feet by 10 feet in size. Here are some rough ideas of the what your banner will look like.

The banners will be hung through the months of June, July and August during Venice on the Creek's high season as well as one of the busiest seasons on the trail.



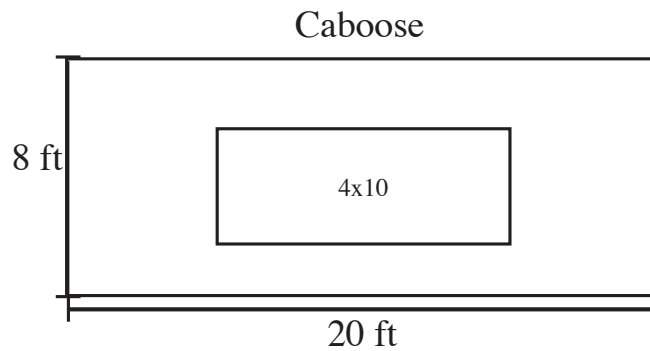
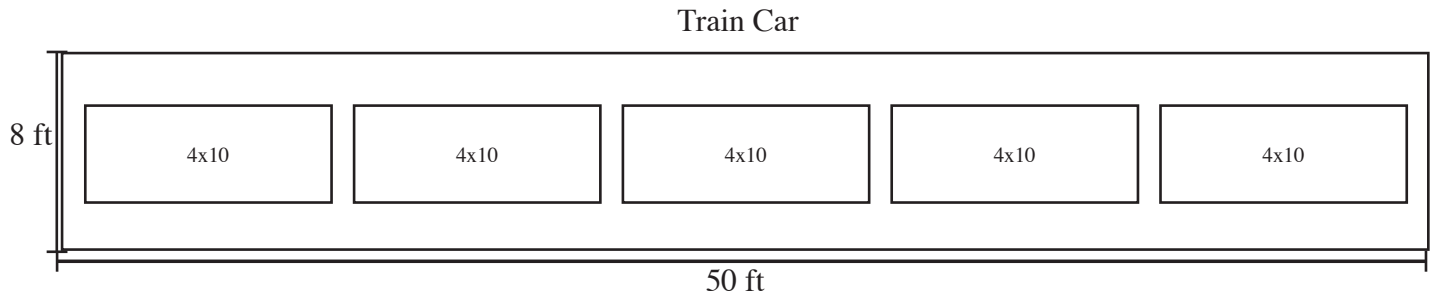


# VENICE ON THE CREEK



## ADVERTISING OPTIONS

### #1: Banner Over the Cherry Creek trail - Graphics



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## #1: Pricing

(Price is for entire season June-August)

**4 ft x 10 ft Banner: \$900 each**



# VENICE ON THE CREEK



## ADVERTISING OPTIONS

### #2: Venice on the Creek Seat Backs Bundle

Last year Venice on the Creek gave rides to just over 2,000 people from all over the country. Each customer gets a ride ranging from 40-75 minutes in length. Our clientele ranges from large Charter Groups to couples out for a romantic evening, to families enjoying the lively atmosphere of downtown. We have three benches in each of our punts, two of which are visible by customers throughout their entire ride. This is an ideal spot for businesses who want our clients to know about their restaurant and perhaps visit them after their boat ride. These signs will be made of aluminum and be roughly 6 X 24 inches in size.

If you advertise with Venice on the Creek, you get prime advertising space along the Cherry Creek in

our boats as well as visibility at our kiosk location 50 feet from historic Larimer Square. This is the first and last place all of our customers see, and is visible to thousands of pedestrians on Larimer St.. There will be aluminum signs visible from Larimer St. on the exterior flaps of the kiosk which are visible all day during our non operating hours, as well as signs and brochures inside the kiosk visible to our customers and all pedestrians on Larimer St.

This bundle includes the sign on the back of as many seats as you would like representation on as well as signs and any kind of brochure you would like to have in our kiosk.



## #2: Pricing

(Price is for entire season June-August)

This price is for a sign on the back of a seat in our punt as well as a sign in the kiosk. If more than one sign is purchased, only one sign will hang in the Kiosk.

**6 in x 24 in Aluminum sign on seat and in Kiosk:  
\$300 for the bundle**