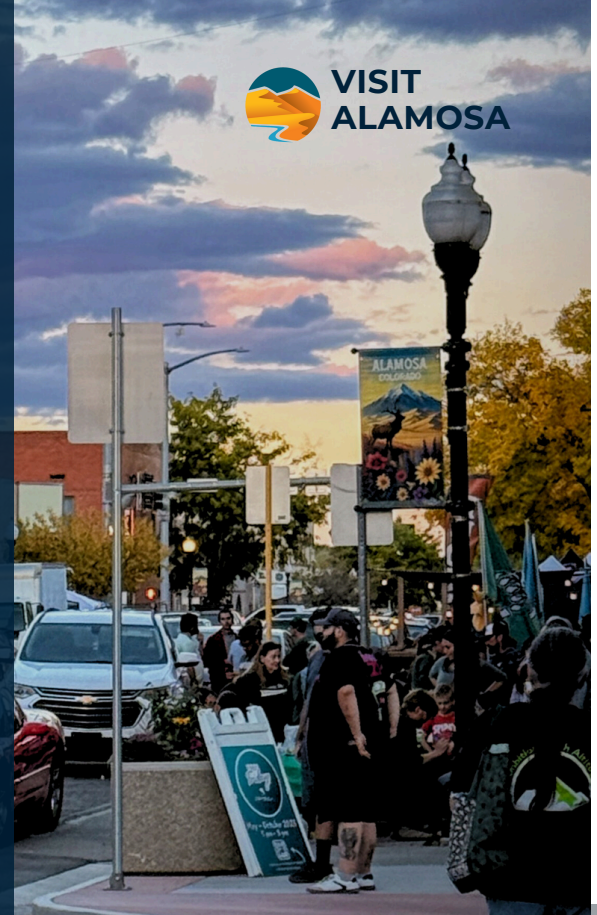


TAKE OVER A FIRST FRIDAY WITH VISIT ALAMOSA



Align your program with Visit Alamosa's First Fridays series. A First Friday Takeover delivers **over \$3,500 in Total Value**. This includes direct funding, professional support, and high-impact marketing, providing a powerful opportunity to connect directly with thousands of local residents and visitors.



WHY? "WE LOVE OUR COMMUNITY AND STRIVE TO IMPROVE THE QUALITY OF LIFE BY ENHANCING AND SHARING THE ALAMOSA EXPERIENCE"

Direct Financial Support

- Receive a \$1,000 Partner Stipend to directly offset your event costs.
- Benefit from an additional \$900 Investment in Visit Alamosa-booked live entertainment at your event.

Professional Marketing & Logistics

- 46 Hours of dedicated staff time (**valued at \$1,380**). Support includes:
- Asset creation & professional marketing strategy and implementation,
- Planning, business outreach, and on-site coordination.

High-Impact Digital & Print Exposure

- Reach thousands with a **\$100 Paid Social Ad** commitment (average 23,000 views),
- Inclusion on 2,000 collective rack cards, posters & postcards, and press releases
- Exclusive spotlight on the Alamosa Citizen Postcast.

"Collaborating with Visit Alamosa for First Fridays has been such an uplifting experience and a great way to **build community connection** - both with other businesses in Alamosa, and with the San Luis Valley Community as a whole. It gives us a chance to flex our creativity and run an event that we wouldn't have the resources for without the support of the Visit Alamosa team! We've participated for three years now, and our First Friday Takeovers are a highlight of the year!" - Jean Alger, NGBC



Visit Alamosa is the tourism entity for Alamosa County, our purpose is to drive demand to Alamosa. We do this through a combination of Marketing and Destination Development

2026 FIRST FRIDAYS TAKEOVER PROPOSAL

Interested organizations must submit a brief, detailed proposal outlining their vision for the event. Please address the following 6 points clearly:

- 1 Desired Takeover Date:** List your specific preferred 2026 First Friday date. (Eligible dates are June 5, 2026, July 3, 2026, August 7, 2026, September 4, 2026, October 2, 2026).
- 2 Entity Description & Motivation:**
A brief summary of your organization/business and its main mission.
A clear statement outlining why you want to host a First Friday Takeover and what you hope to gain.
- 3 Primary Goal & Key Performance Indicator (KPI):**
State your main goal for the event (what you are trying to highlight, e.g., launching a new program, raising awareness for a cause, etc.).
Define the single measurable metric (KPI) you will use to determine the event's success (e.g., "Sign up 100 people for our newsletter," "Collect 75 completed surveys," or "Sell 50 items").
- 4 Event Theme & Branding:**
The official name of the Entity or Project that you want listed on all marketing materials.
The specific theme you are proposing for the event (e.g., "Roaring 20s Night," "Kids' Science Fair," etc.).
A brief explanation of how the proposed theme ties into your organization or cause.
- 5 Engagement & Logistics Plan:** Describe in detail how your entity will execute the following:
 - **Public Engagement & Entertainment (The Draw):** Outline the specific entertainment, performers, activities, or experience you will provide to attract crowds and create a lasting impression.
 - **Merchant Involvement (Traffic Driver):** Provide a clear, actionable plan that encourages event attendees to drive traffic into participating downtown businesses (e.g., a "Downtown Passport" game, a themed scavenger hunt that requires store visits, or specific in-store promotions).
 - **Market On Main Engagement:** Offer an incentive to explore the Market on Main
- 6 Budget Overview:** Provide a summary of how you plan to use the \$1,000 Visit Alamosa entertainment stipend for qualifying expenses (e.g., performer fees, equipment rental, or specialized activity materials).

Submit to: Beth@alamosa.org, or Attn: First Fridays, 610 State Ave, Alamosa, CO 81101

Submit by: Wednesday, January 7

Notified by: Wednesday, January 14



VISIT ALAMOSA

610 State Avenue, Alamosa, CO 81101

Get in Touch



719-937-1024



events@alamosa.org



alamosa.org

Criterion	Evaluation Focus	Points (Out of 25)	Notes
I. Public Engagement & Entertainment	Clarity and Quality of the Draw: How creative, unique, and high-energy is the proposed entertainment? How likely is it to attract a large crowd and create a lasting impression?	0-5	<i>High score</i> = Specifics provided (e.g., "hired band X"), broad appeal.
II. Merchant Involvement & Traffic Driver	Impact on Downtown Businesses: Does the proposal include a clear, actionable plan to get attendees <i>off the street</i> and <i>into</i> downtown businesses?	0-5	<i>High score</i> = Program has a direct incentive for store visits (e.g., "Passport game with 10 confirmed participating businesses").
III. Thematic Potential & Clarity	Organizational Alignment & Brand Fit: Is the proposed theme unique, clear, and strongly linked to the partner's cause or organization? Is the primary Goal/KPI clear and measurable?	0-5	<i>High score</i> = Theme is instantly understandable and relevant to the entity.
IV. Feasibility & Budget	Realism of Plan: Is the entertainment plan logistically feasible? Is the proposed use of the \$1,000 budget clear, appropriate, and likely to deliver the promised entertainment?	0-5	<i>High score</i> = \$1,000 budget is fully allocated to qualifying, high-impact expenses.
V. Timeliness & Completeness	Professionalism: Was the proposal submitted by the deadline, and did it include all 6 required sections?	0-5	5 points for complete and timely; 0 points for late/incomplete
Total Score			