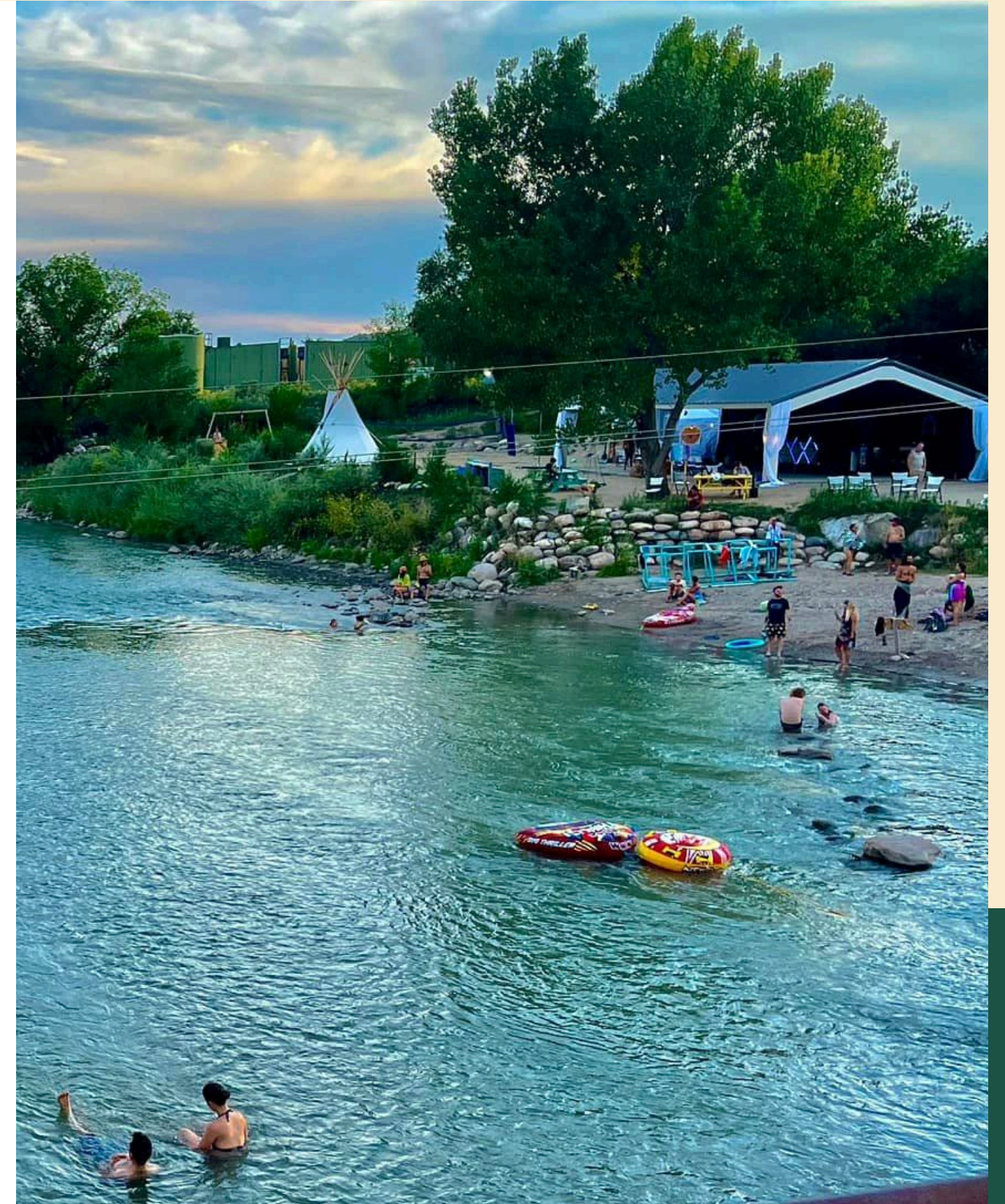


# TICO TIME RIVER RESORT & FESTIVALS

## SPONSORSHIP OPPORTUNITIES 2026

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Where the Mountains Meet the Beach  
Gathering Spot on the Animas River





# Who We Are:

Tico Time River Resort is a 74-acre riverside paradise near the border of New Mexico and Colorado – 20 miles south of Durango.

Our mission is to bring people together through music, movement, and meaningful connection. Each event supports our 501(c)(3) nonprofit, Pura Vida for Good, creating outdoor recovery programs for youth and adults in long-term recovery.

Tico Time is a Costa Rican-inspired music resort. At Tico Time, we live by the rhythm of the land. Every festival, every partnership, and every guest experience is designed to awaken joy, wellness, and unity.

**20 Rd 2050, Aztec, NM 87410**

**[TicoTimeResort.com](https://TicoTimeResort.com)**







# Tico Time RV Resort

Tico Time is more than a venue; it's a destination and lifestyle resort. As an RV, Tiny Home Community and adventure park, it attracts travelers seeking connection, wellness, and outdoor adventure year round. Sponsors become part of that rhythm, woven into retreats, festivals, weddings, and the daily experience of guests who call Tico Time home, even if just for a weekend.

## Demographics:

- Age Range: 22–60 (core 28–48)
- Income Range: \$45K–110K household
- Lifestyle: Outdoor recreation lovers, adventure seekers, families with kids, casual music fans, road-trippers, river-floaters
- Region: 40% Colorado, 35% New Mexico, 25% regional travelers (AZ, UT, TX) + some national
- Snapshot: This crowd comes for the sunshine, river days, and laid-back fun. They're active, social, and love spending time outside—whether that's paddleboarding, playing volleyball, river sports, or relaxing by the water. They appreciate family-friendly experiences, good vibes, and brands that help make the outdoors more enjoyable. They're looking for quality and comfort.

## Resort Features:

- Location: 30 minutes from Durango, CO + regional airport (DRO)
- Capacity: Power, water, parking, and logistics to support up to 4,000 guests and staff
- Lodging: Full-hookup RV sites, riverside tent camping, glamping, tiny-homes
- Adventure Amenities: water slides, paddleboards, sand volleyball, beaches, river access
- Wellness & Community Spaces: Yoga tent, pavilion, shaded hammocks, sacred fire, and vendor villages
- Sustainable Operations: Reusable cup program, composting, and eco-friendly event management



# Hosting 5 Festivals in 2026



**May 7-10**

First-time festival with EDM (Electric Dance Music) –A “warm up” leading into our festival season at Tico Time River Resort. Audience is mostly artistic young adults.



**May 15-17**

Long-standing festival, dedicated mature and affluent audience. This event will most likely reach capacity of 4,000 people onsite, mainly a mature, affluent audience.



**May 29-31**

Conscious roots, reggae and electronic music, where the power of music uplifts and heals. Audience tends to be sustainability minded, active and all ages; conscious community and consumers.



**June 4-7**

Celebrating health & wellness, conscious community, and personal development through yoga, music, and mindful movement. Audience is focused on health & wellness.



**June 25-28**

This favorite fest is back with boot-stompin' beats, down-home vibes, and riverside joy. Audience tends to appreciate an outdoor lifestyle and country living.



# Festival Demographics



## Hydrophonic Festival

Age Range: 18–32 (core 21–28)

Income Range: \$40K–90K individual

Lifestyle: Trendsetters, digital creatives, music producers, nightlife explorers, eco-conscious partiers

Region: 50% Colorado, 25% New Mexico, 25% national/international

Snapshot: Our audience lives for experience. They're creators, travelers, and early adopters who love technology, immersive art, and self-expression. They invest in fashion, energy drinks + experiences that elevate their vibe.



## Tico Time Bluegrass

Age Range: 25–75 (core 50–65)

Income Range: \$60K–180K household

Lifestyle: Outdoor enthusiasts, Americana fans, RV travelers, families, heritage music lovers

Region: 45% Colorado, 25% surrounding states, 30% national

Snapshot: Our audience values tradition, craftsmanship, togetherness. They invest in quality products that last, enjoy locally made goods, and return year after year to connect with friends, family & timeless music.



## Rise & Vibes Festival

Age Range: 25–55 (core 30–45)

Income Range: \$50K–150K household

Lifestyle: Conscious consumers, outdoor enthusiasts, yoga practitioners, musicians, eco-travelers

Region: 50% Colorado, 25% New Mexico, 25% national/international

Snapshot: Our audience is more than attendees—they're tribe builders. They invest in wellness, community, and sustainable products. They value authenticity and love experiential activations.



## Sangha Yoga Festival

Age Range: 28–55 (core 35–50)

Income Range: \$60K–140K household

Lifestyle: Yoga practitioners, healers, conscious parents, vegans, eco-lifestyle advocates

Region: 40% Colorado, 20% West Coast, 40% national/international

Snapshot: Our community seeks connection & transformation. They invest in holistic wellness, organic products, and conscious living. They value mindfulness, creativity, and activations that nurture body & spirit.



## Tico Time Country Fest

Age Range: 35–65 (core 45–60)

Income Range: \$60K–180K household

Lifestyle: Families, professionals, ranchers, small business owners, patriotic travelers

Region: 50% regional (CO, WY, TX, NM), 50% national

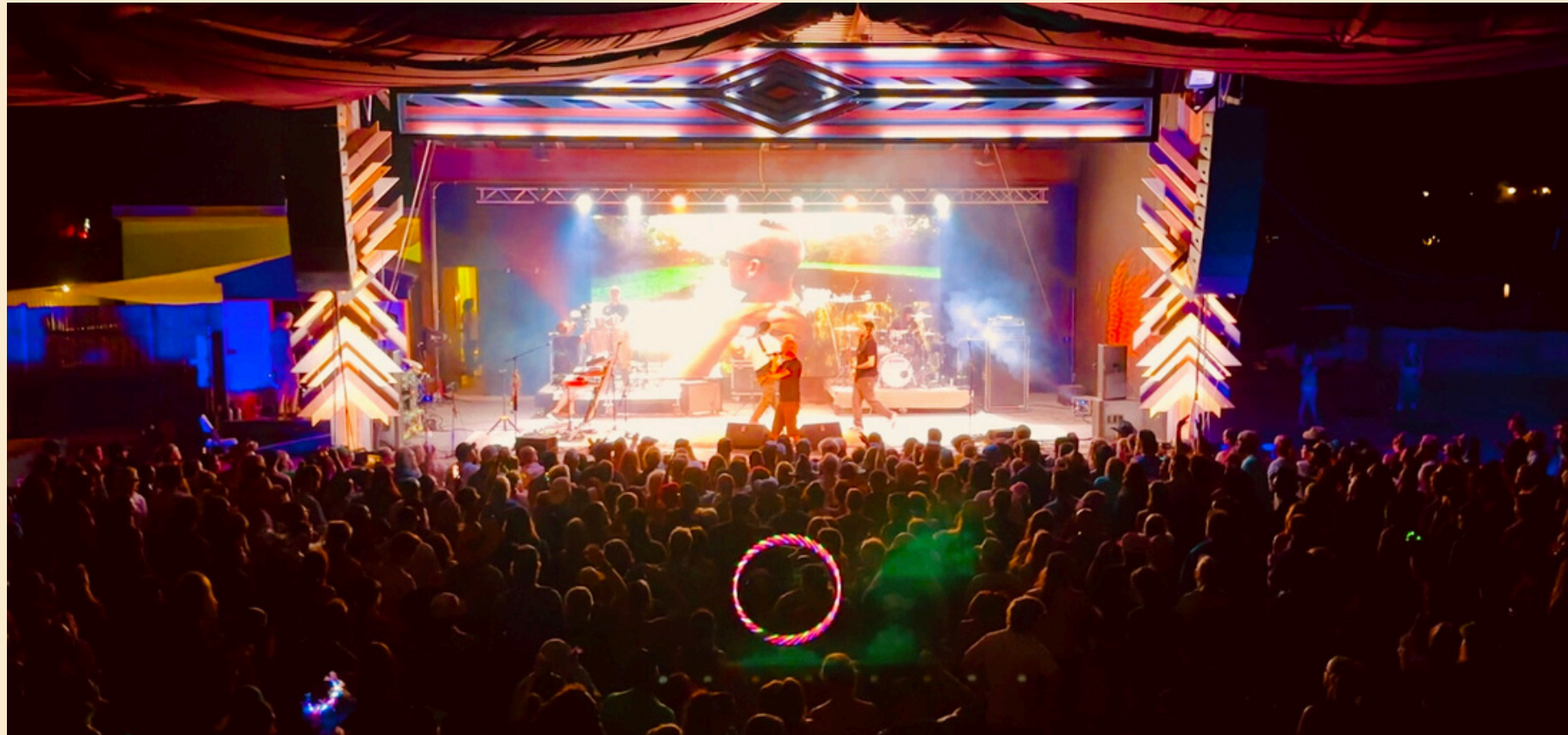
Snapshot: Our audience is loyal, family-oriented, and deeply connected to American roots and storytelling. They support trusted, durable brands and enjoy simple, high-quality experiences that feel real and heartfelt.

## Engagement:

**65K+ website visitors annually • 35K+ social followers • 25K+ email subscribers • SMS reach: 10K+**



# LIVE MUSIC & OUTDOOR RECREATION







# SPONSORSHIP & ACTIVATION OPPORTUNITIES

## Onsite Opportunities:

- Main Stage Naming Rights – Premier visibility as presenting sponsor of the festival's largest stage
- Pavilion Stage Naming Rights – Prominent logo visibility and mentions
- Yoga Tent – Align with wellness, movement & mindfulness
- Sound Healing Tent – Perfect for energy or holistic wellness
- Riverfront Lounge – Beer, cider, or ready-to-drink (RTD) partner area with prime river views
- Adventure Activation – Standout experiential branding at the SUP area or iconic water slides
- Artist Hospitality – Showcase your food or beverage brand in the backstage hospitality experience
- Wellness Lounge – Massage, yoga, hydration, or body-care brand activations

## Digital & Media

- Branded social media reels and live stream mentions
- Co-branded ticketing page or confirmation email
- Festival app or digital guide presence

## Experience Integrations

- Mindful Mornings (yoga, cacao, breathwork partnerships)
- Eco-Programming or Conscious Vendor Row Sponsor
- Sustainable Transportation Sponsor
- After Dark Lounge (LED dome, lighting partner)

## Community & Impact

- Sponsor a Recovery Adventure through Pura Vida for Good
- Eco initiatives (water refill stations, composting zones)
- Music scholarship or youth ticket fund



# SPONSORSHIP LEVELS

## PRESENTING SPONSOR

- Creative Partnership with Festivals & Venue
- Opportunity to speak from Main Stage about company/product
- 10x20 Booth Space at the Festivals + Car Camping
- 3 Company banner placements (provided by sponsor)
- Logo featured on Main Stage LED WALL between sets
- Acknowledgements on Main Stage - 3x Daily per fest
- 2 Dedicated Social Media Posts per festival + venue
- 2 Features per fest + Logo inclusion in all Email Blasts
- Sponsor Name & Location on Festival Maps
- Full page Article/Ad/Coupon in Festival Guides
- Logo on Event Posters & Fliers
- Logo on Events Ticket & Confirmation Pages
- Company Name & Web Hyperlink on Websites
- 15 Full Weekend Festival Passes to each festival

## GOLD SPONSOR

- Creative Partnership with Festivals
- Opportunity to speak from Main Stage about company/product
- 10x10 Booth Space at the Festivals + Car Camping
- 2 Company banner placements \*provided by sponsor
- Logo featured on Main Stage LED WALL between sets
- Acknowledgement on Main Stage - 2x Daily per fest
- 1 Dedicated Social Media Post per fest + venue
- 1 Feature per fest + Logo inclusion in all Email Blasts
- Sponsor Name & Location on Festival Maps
- 1/2 page Article/Ad/Coupon in Festival Guides
- Company Name & Web Hyperlink on Websites
- 8 Full Weekend Festival Passes for each festival

## SILVER SPONSOR

- 10x10 Booth Space at the Festivals + Car Camping
- 1 Company banner placements \*provided by sponsor
- Logo featured on Main Stage LED WALL between sets
- Acknowledgement on Main Stage - 1x Daily per fest
- 1 Dedicated Social Media Post per fest + venue
- Logo inclusion in all Email Blasts
- 1/4 page Article/Ad/Coupon in Festival Guides
- Company Name & Web Hyperlink on Websites
- 4 Full Weekend Festival Passes to each festival

## BRONZE SPONSOR

- 10x10 Booth Space at the Festivals + Car Camping
- Logo featured on Main Stage LED WALL between sets
- Shared Social Media Post (with other sponsors)
- Logo inclusion in all Email Blasts
- Company Name & Web Hyperlink on Websites
- 2 Full Weekend Festival Passes to each festival

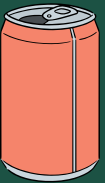
## COMMUNITY SPONSOR

- Logo featured on Main Stage LED WALL between sets
- Shared Social Media Post (with other sponsors)
- Logo inclusion in all Email Blasts
- Company Name & Web Hyperlink on Websites
- 2 Full Weekend Festival Passes to each festival
- +\$250 for 1/4 page Ad/Coupon in Guides

## BEVERAGE SPONSOR

### CASH + PRODUCT

- Company product available at 2 points of sale
- Company banner placements at 2 points of sale
- Opportunity for company to host tastings each day
- Opportunity for product to be made available backstage in the Artist Dressing Rooms
- Logo on Main Stage LED wall
- Logo Inclusion in Email Blasts
- 1/4 page Article/Ad/Coupon in Festival Guides
- Company Name & Web Hyperlink on Websites
- 2 Full Weekend Festival Passes to each festival



## BEVERAGE (JUST PRODUCT)

- Opportunity for sponsor product to be made available backstage in the Artist Dressing Rooms, Staff & Vols
- Logo on Main Stage LED wall
- Logo Inclusion in Email Blasts
- 1/4 page Article/Ad/Coupon in the Festival Guides
- Company Name & Web Hyperlink on Websites

## CUSTOMIZABLE PACKAGE

We're happy to tailor a sponsorship package that fits perfectly with your goals and budget. Whether you're looking to increase brand visibility, connect with a vibrant audience, or align your business with a meaningful community event, we'll work closely with you to design a partnership that makes an impact.



# CONTACT

PARTNERSHIPS THAT INSPIRE  
CONNECTION, WELLNESS & GROWTH

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