



# COMMUNITY EVENTS SPONSORSHIP OPPORTUNITIES



**City of Loveland Parks & Recreation** aims to make a positive impact in residents' lives every day. We invite you and your business to join us. Whether it's in a park, on a trail, at our recreation center or on a golf course, those who use our facilities are engaged in living good lives. Why not partner with us to help them do so?

**As a Parks & Recreation Sponsor**, your business will be showcased alongside a division of our city that plays a defining role in people's lives. Sponsors enjoy many benefits, including marketing exposure delivered to a loyal target market who actively engages in our services.

## CONTACTS

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## MOUNTAINFILM

Mountainfilm on Tour is an annual documentary film festival that showcases nonfiction stories about the environment, culture, outdoor adventure and political and social justice issues.

2019 Stats • Two shows at the Rialto Theater (matinee and evening) • 504 tickets sold • Anticipated sell-out in 2020

EVEREST \$2,500	DENALI \$1,000	MT. WHITNEY \$500	MT. ELBERT \$250
20-30 second "commercial" spot played prior to matinee and evening shows (provided by business)	Logo on event webpage	Logo on screen prior to each show	Business name on screen prior to each show
Logo + link on event webpage	Banner at event	1 social media mention	Business name listed in event playbill
Logo on event poster	Logo on screen prior to each show	Logo in event playbill	
Banner at event	2 social media mentions	4 complimentary tickets	
6 social media mentions	Logo in event playbill	Listed as sponsor on Facebook event page	
Half-page ad in P&R Activity Guide (Winter/Spring)	Opportunity for targeted product distribution at event		
Large logo in event playbill	4 complimentary tickets		
Opportunity for targeted product distribution at event and/or table in lobby	Listed as sponsor on Facebook event page		
8 complimentary tickets to show of your choice			
Listed as sponsor on Facebook event page			

## KIDS TO PARKS DAY

Kids to Parks Day is a national day of play that connects kids and families with their local, state and national parks.

Pirate Day at North Lake Park | May 18, 2019

CAPTAIN HOOK \$100	MR. SMEE \$50
Logo on event flyers and posters	Booth during the event
Booth during the event	



## MOVIES IN THE PARK

Movies in the Park is a fun-filled event for family and friends all summer long. Outdoor movies are shown in various Loveland parks in a picnic-like atmosphere.

2019 • Eight scheduled movies

2018 Stats • Seven movies • Average attendance - 221 people • Max attendance - 325 people

BLOCKBUSTER \$5,000	NEW RELEASE \$2,500	CULT CLASSIC \$1,000	B ROLL \$500
Named presenting sponsor in all marketing	On-screen logo at 4 movies	On-screen logo at 2 movies	On-screen logo at 1 movie
Opportunity to have a booth at each movie	Opportunity to have a booth at 4 movies	Opportunity to have a booth at 2 movies	Opportunity to have a booth at 1 movie
Logo + link on event webpage	Half-page ad in P&R Activity Guide	2 social media mentions	Listed as sponsor on Facebook event page
3 half-page ads in P&R Activity Guide (three publications per year)	6 social media mentions	Logo on event webpage	
Banner at each movie	Logo + link on event webpage	Listed as sponsor on Facebook event page	
20-30 second "commercial" spot played prior to each movie (provided by business)	Listed as sponsor on Facebook event page		
8 social media mentions			
Listed as sponsor on Facebook event page			

## FARMERS MARKET & ARTIST MARKET

Voted one of the 10 best farmers markets in the state of Colorado! Farm-fresh produce, baked goods, crafters and entertainment. Fun for the whole family! There are opportunities for commercial vendors that will not be selling product at the market and are there primarily to promote their business. Location: Fairgrounds Park

2019 • 15 weeks • Adding Artist Market (once per month) • Honey Festival (September 8)

2018 Stats • 15 weeks • Average attendance - 985 people • Max attendance - 1,400 people

BUMPER CROP \$5,000	BEER GARDEN \$2,500	ARTIST MARKET \$1,000	HONEY FESTIVAL \$500
Opportunity to have a booth at each market	Booth opportunity at the 4 markets with a beer garden as well as 4 additional markets	Booth opportunity at the 4 Artist Markets (6.23, 7.21, 8.18, 9.22)	Booth opportunity at 2 markets - includes one at the Honey Festival on 9.8
Banner at event	Half-page ad in P&R Activity Guide	4 social media mentions	Logo on all honey festival marketing materials
Logo on all marketing materials	Small logo on 2019 farmers market reusable bags	Logo on all artist market marketing materials	Listed as sponsor on Facebook event page
Logo + link on event webpage	6 social media mentions	Logo on event webpage	
8 social media mentions	Logo + link on event webpage	Listed as sponsor on Facebook event page	
3 half-page ads in P&R Activity Guide (three publications per year)	Banner in beer garden		
Large logo on 2019 farmers market reusable bags			

## 4TH OF JULY FESTIVAL

Voted one of the top 22 fireworks shows in the nation by *USA Today*! The Hammond Amphitheater at North Lake Park is a state-of-the-art facility that offers exceptional acoustics surrounded by grass seating. The Festival is known for drawing crowds of over 20,000 spectators to the park for a full day of family fun.

2019 • Expected attendance - 10,000 people

New events this year • Battle of the Bands • Children's Bike Parade • Beer Garden • Cornhole Tournament • Kid Zone

DYNAMITE \$10,000	CANNON BLASTER \$5,000	FIRECRACKER \$2,500	SPARKLER \$300 (\$100 NONPROFIT)
Named presenting sponsor in all marketing	Listed as stage sponsor in all marketing materials including Battle of the Bands and headliner (TBD)	Priority vendor space at event (up to 2 spaces – 200 sq. ft.)	Booth at event (10'x10')
Logo on all marketing materials	Priority vendor space at event (up to 3 spaces – 300 sq. ft.)	6 social media mentions	Name listed on event webpage
Priority vendor space at event (up to 4 spaces – 400 sq. ft.)	3 half-page ads in P&R Activity Guide (three publications per year)	Logo + link on event webpage	1 paid parking pass for parking at Loveland HS
10 social media mentions	8 social media mentions	Small logo on staff shirts	
3 full-page ads in P&R Activity Guide (three publications per year)	Logo + link on event webpage	Banner at event (provided by business)	
Logo + link on event webpage	Logo on staff shirts	Listed as sponsor on Facebook event page	
Large logo on staff shirts	Up to 3 banners at event including one on stage (provided by business)	2 paid parking passes for parking at Loveland HS	
Up to 5 banners at event (provided by business)	Listed as sponsor on Facebook event page		
Listed as sponsor on Facebook event page	5 paid parking passes for parking at Loveland HS		
10 paid parking passes for parking at Loveland HS			

## SKI & SPORTS SWAP

The annual Ski & Sports Swap presents an opportunity for businesses and individuals to buy and sell new and used skiing, camping, sports, water and outdoor equipment.

November 8 & 9, 2019

ALL-MOUNTAIN \$750	BACKCOUNTRY \$500	APRÈS SKI \$250
Named presenting sponsor in all marketing	Logo on posters and flyers	Booth during the event
4 social media mentions	1 social media mention	Listed as sponsor on Facebook event page
Logo on posters and flyers	Booth during the event	
Priority vendor space at the event	Listed as sponsor on Facebook event page	
Logo + link on event webpage		
Listed as sponsor on Facebook event page		

