



2020 EVENTS & SPONSORSHIP OPPORTUNITIES



Richard Haro Photography

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 engage in our services.

CONTACTS

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EVENT SPONSORSHIP OPPORTUNITIES

MOUNTAINFILM

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

2019 Stats • Two shows at the Rialto Theater (matinee/evening) • 504 tickets sold • Anticipated sell-out Feb. 1, 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 16, 2020

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



MOVIES IN THE PARK & DIVE-IN MOVIES

Fun-filled events for family and friends all summer long. Outdoor movies are shown in various Loveland parks and pools in a picnic-like atmosphere.

2020 • 11 scheduled movies

2019 Stats • 10 movies • Average attendance - 150 people • Max attendance - 250 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 6 movies	On-screen logo at 3 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

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

2020 • 17 weeks (June 7 - September 27) • Honey Festival (September 13)

2019 Stats • 15 weeks • Average attendance - 1,700 people • Max attendance - 4,000 people

BUMPER CROP \$5,000	SUMMER HARVEST \$2,500	HONEY FESTIVAL \$1,000
Opportunity to have a booth at each market	Booth opportunity at 9 markets including the first market and Honey Festival	Booth opportunity at 4 markets - includes one at the Honey Festival
Banner at event	Half-page ad in P&R Activity Guide	Logo on all honey festival marketing materials
Logo on all marketing materials	Small logo on farmers market reusable bags	Listed as sponsor on Facebook event page
Logo + link on event webpage	6 social media mentions	4 social media mentions
8 social media mentions	Logo + link on event webpage	HONEY FESTIVAL VENDOR \$250 for 1 10x10 booth
3 half-page ads in P&R Activity Guide (three publications per year)	Banner in beer garden	
Large logo on farmers market reusable bags		



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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.

2020 • Battle of the Bands • Children's Bike Parade • Beer Garden • Cornhole Tournament • Kid Zone
 2019 Stats • Average attendance - 8,000 people

DYNAMITE \$10,000	CANNON BLASTER \$5,000	FIRECRACKER \$2,500	VENDOR BOOTH OPPORTUNITIES
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 (up to 2 spaces – 200 sq. ft.)	Contact Kerry Helke 970.962.2446 kerry.helke@cityofloveland.org for pricing and information
Logo on all marketing materials	Priority vendor space (up to 3 spaces – 300 sq. ft.)	6 social media mentions	
Priority vendor space (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	
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			



CHILSON 33 CHALLENGE

In honor of Chilson Recreation Center's 33rd anniversary, the Chilson 33 Challenge is a virtual 33-mile challenge for the Loveland community. Participants have 50 days to complete the challenge with the option to do it on foot, bike or in the water.

November 1 - December 19, 2020

IRONMAN \$500	OLYMPIC DISTANCE \$250	SPRINT DISTANCE \$100
Listed as presenting sponsor in all marketing	Logo on event shirt	Booth in Chilson Recreation Center lobby between Nov. 1 - Dec. 19 (2 days)
Large logo on event shirt	Logo on posters and flyers	Listed as sponsor on Facebook event page
4 social media mentions	Booth in Chilson Recreation Center lobby between Nov. 1 - Dec. 19 (2 days)	
Logo on posters and flyers	2 social media mentions	
Booth in Chilson Recreation Center lobby between Nov. 1 - Dec. 19 (2 days)	Listed as sponsor on Facebook event page	
Logo + link on event webpage		
Listed as sponsor on Facebook event page		



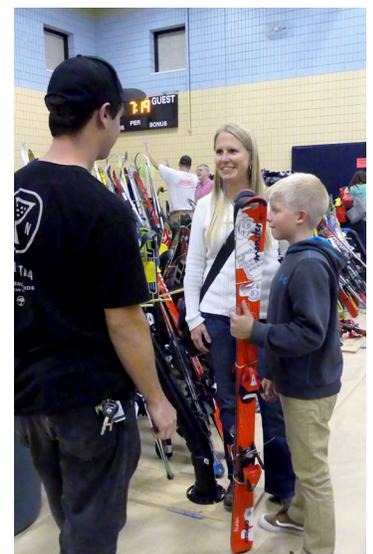
SKI & SPORTS SWAP

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.

October 23 & 24, 2020

2019 Stats • Attendance - 2,200 people • 15,000 items with over \$74,000 in sales

ALL-MOUNTAIN \$1000	BACKCOUNTRY \$700	APRÈS SKI \$300
Named presenting sponsor in all marketing	Logo on posters and flyers	10x10 booth
4 social media mentions	1 social media mention	Listed as sponsor on Facebook event page
Logo on posters and flyers	20x20 booth	
40x40 priority vendor space	Listed as sponsor on Facebook event page	
Logo + link on event webpage		
Listed as sponsor on Facebook event page		



GLOW EVENTS

Let's glow! Participants enjoy events that light up the night at the Chilson pool and City of Loveland bike trails. Glow sticks and fun provided for the whole family.

2020 Glow Swim • Two events - spring and fall

2019 Stats • Attendance - 325 people

2020 Glow & Go Family Bike Ride • Two events - summer and fall

2019 Stats • Attendance - 80 people (during a thunderstorm)

NEON NIGHTS \$1,000	GLOW WORM \$500	GLOW SWIM \$250	GLOW RIDE \$150
Listed as presenting sponsor in all marketing	Booth at 2 events plus 1 day in Chilson lobby	Booth at 1 swim event	Booth at 1 glow ride
Booth at all 4 events plus 2 days in Chilson lobby	Can substitute part of cash donation with glow sticks (up to \$200)	Can substitute part of cash donation with glow sticks (up to \$100)	Can substitute part of cash donation with glow sticks (up to \$100)
Can substitute part of cash donation with glow sticks (up to \$200)	4 social media mentions	2 social media mentions	2 social media mentions
8 social media mentions	Logo on event flyer	Logo on event flyer	Logo on event flyer
Banner hung in pool area the week prior to event	5 free entries (pool or ride)	2 free entries (swim event)	2 free entries (glow ride)
10 free entries (pool or ride)	Listed as sponsor on Facebook event page	Listed as sponsor on Facebook event page	Listed as sponsor on Facebook event page
Listed as sponsor on Facebook event page		Banner in pool area during event (provided by business)	Banner at park pavilion during event (provided by business)

