



CITY OF LOVELAND

# JULY 4TH FESTIVAL

NORTH LAKE PARK | 2750 N. TAFT AVE.

## SPONSORSHIP & VENDOR APPLICATION

### Details

#### Application Deadline

Thursday, June 20 at 4:00P

#### Festival Date & Time

Thursday, July 4, 2024  
4:00–10:00P

#### Fireworks

9:17P

#### Location

North Lake Park - 29th St. & Taft Ave.

[lovgov.org/July4th](https://lovgov.org/July4th)



City of  
**LOVELAND**  
PARKS & RECREATION

City of Loveland  
**July 4 Festival**  
**at North Lake Park**  
(expected attendance 7,000)

**Program Events**

- Children's Bike Parade
- Kids' Zone Play Area
- Live Music & DJ

**Festival Details**

Time: 4:00–10:00P

Fireworks at 9:17P

Contact: Kerry Helke 970.962.2446

kerry.helke@cityofloveland.org

**SPONSOR LEVELS**

**Dynamite Sponsor \$5,000**

- Listed as presenting sponsor in all marketing materials (deadline May 19)
- Logo on paid advertising, posters and flyers
- Given priority vendor space at the event (up to 4 spaces – 400 sq. ft.)
- 1 full-page ad in Parks & Recreation Activity Guide (3 publications/year)
- Logo with link on event webpage
- Large logo on event staff shirt
- Listed as sponsor on Facebook event page
- Up to 5 banners at the event
- 10 paid parking passes for parking at Loveland High School
- Ad in Constant Contact e-newsletter
- Opportunity to speak at event

**Firecracker Sponsor \$1,000**

- Given priority vendor space at the event (up to 2 spaces – 200 sq. ft.)
- Logo with link on event webpage
- Small logo on event staff shirt
- Listed as sponsor on Facebook event page
- 2 banners at the event
- 2 paid parking passes for parking at Loveland High School
- Logo in Constant Contact e-newsletter

**Cannon Blaster Sponsor \$2,500**

- Listed as sponsor in all marketing materials (deadline May 19)
- Given priority vendor space at the event (up to 3 spaces – 300 sq. ft.)
- 1 half-page ad in Parks & Recreation Activity Guide (3 publications/year)
- Logo with link on event webpage
- Logo on event staff shirt
- Listed as sponsor on Facebook event page
- Up to 3 banners at the event, including one on the stage
- 5 paid parking passes for parking at Loveland High School
- Ad in Constant Contact e-newsletter

**Vendors \$150**

- 1 booth 10x10
- Name listed on event webpage
- 1 complementary parking pass for parking at North Lake Park

**\*2024 – Vehicles cannot enter the vendor area until after the fireworks (approx 10:15P). NO EXCEPTIONS**

**Food Booths | Trucks: 10% of sales**

- Food trucks must be approved through the City of Loveland Mobile Food Agreement prior to approval. **Contact Debby Luntsford for info:** debby.luntsford@cityofloveland.org | 970.962.3431

<b>Date &amp; Time</b>	Thursday, July 4, 4:00–10:00P
<b>Location</b>	North Lake Park, Corner of Taft Ave. and 29th St.
<b>Application Info</b>	<p><b>APPLICATION DEADLINE:</b> Thursday, June 20, 2024 at 4:00P</p> <p><b>Drop off, email or mail application to:</b>  Chilson Recreation Center  Attn: Kerry Helke  700 E. Fourth St., Loveland, CO 80537  kerry.helke@cityofloveland.org   970.962.2446</p>
<b>Requirements</b>	<b>All food &amp; beverage vendors must have liability insurance for no less than \$1,000,000 single limit liability and must name “City of Loveland” as the additional insured.</b>
<b>Schedule of Events</b>	<ul style="list-style-type: none"> <li>• 4:00–9:00P Kids' Zone Play Area</li> <li>• 4:00P Children's Bike Parade (5 &amp; under and all push bikes, wagons, scooters)</li> <li>• 5:00P Children's Bike Parade (6–12 year olds)</li> <li>• 7:30–8:45P Loveland Concert Band</li> <li>• 9:17P Fireworks</li> </ul>
<b>Equipment</b>	<p>Groups and organizations are responsible for providing all equipment.</p> <p><b>All tents must be weighted down with 40lbs per leg. Groups are urged to decorate booths with a patriotic theme!</b></p>
<b>Inspections</b>	Any group or organization serving food and/or beverages will be required to complete a Health Department application, follow all Health Department regulations, and submit to an inspection the day of the event.
<b>Meetings</b>	There will be a <u><b>mandatory meeting</b></u> on Thursday, June 27 at 5:30P at North Lake Park Shelter #1, adjacent to the playground. Booth assignments and parking passes will be distributed <u><b>at that time only!</b></u>
<b>Special Needs</b>	Groups requiring special set-up or facility amenities for their activity are strongly urged to discuss their need(s) with the Parks & Recreation representative prior to the entry deadline.

# City of Loveland Parks & Recreation Department

## July 4 Festival - Sponsorship & Vendor Application

Please drop off, email or mail this form to:

Chilson Recreation Center, Attn: Kerry Helke | 700 E. Fourth St., Loveland, CO 80537

kerry.helke@cityofloveland.org | 970.962.2446

Retain the information portion for your records.

Business/Organization Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Primary Contact: \_\_\_\_\_

Email: \_\_\_\_\_ Preferred Phone: \_\_\_\_\_

Secondary Contact: \_\_\_\_\_

Email: \_\_\_\_\_ Preferred Phone: \_\_\_\_\_

Give a brief description of the proposed booth or activity. If food or beverage, please attach a menu.

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**NEW FOR 2024:** Electricity fee of \$100

**REQUIREMENTS FOR 2024:** Food & beverage vendors shall procure and keep in force during the duration of this event a policy of Comprehensive General Liability insurance with minimum combined single limits of ONE MILLION DOLLARS (\$1,000,000) each occurrence and ONE MILLION DOLLARS (\$1,000,000) aggregate. The policy shall be applicable to all premises and operations. The policy shall include coverage for bodily injury, broad form property damage personal injury, products and completed operations. Please call Kerry Helke if you have any questions at 970.962.2446.

**RELEASE AND INDEMNITY:** By signature below, the undersigned hereby:

- (i) releases and forever discharges the City of Loveland and its officers, employees and agents, from any and all claims of any kind whatsoever arising out participation of the undersigned in the City of Loveland July 4th Festival.
- (ii) agrees to indemnify, save, and hold the City and its officers, employees, and agents, harmless against any and all liability, loss, costs, charges, obligations, expenses, attorney's fees, judgments, damages, claims, and demands of any kind whatsoever arising from or out of the participation of the undersigned in the City of Loveland July 4th Festival.

**I WOULD LIKE TO SUPPORT THE JULY 4TH FESTIVAL AS A:**

- |   |   |
|---|---|
| <input type="checkbox"/> Dynamite Sponsor (\$5,000)       | <input type="checkbox"/> Vendor (\$150)                   |
| <input type="checkbox"/> Cannon Booster Sponsor (\$2,500) | <input type="checkbox"/> Food Booth   Truck: 10% of sales |
| <input type="checkbox"/> Firecracker Sponsor (\$1,000)    | <input type="checkbox"/> Electricity (\$100)              |

Name to be listed in all promotional materials: \_\_\_\_\_

List social media pages (@yourhandle) \_\_\_\_\_

Participant Signature Required: \_\_\_\_\_ Date: \_\_\_\_\_

Title: \_\_\_\_\_