



# 2021 EVENT 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.

## CONTACT

Caitlin Carter | [caitlin.carter@cityofloveland.org](mailto:caitlin.carter@cityofloveland.org) | 970.962.2446  
[lovgov.org/parksrecreation](http://lovgov.org/parksrecreation)

# EVENT SPONSORSHIP OPPORTUNITIES

## 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.

**DATE:** May 15, 2021 **LOCATION:** North Lake Park  
**ANTICIPATED ATTENDANCE:** 200 people

2021 SPONSORSHIP OPPORTUNITIES	SWING \$300	SLIDE \$150
Banner displayed at event (banner provided by sponsor)	X	X
Business logo and link on Kids to Park Day webpage	X	X
Opportunity to set up an interactive booth (booth provided by sponsor)	X	X
Business logo on Facebook event page	X	
Business logo included on event marketing materials	X	



## MOVIES IN THE PARK & DIVE-IN MOVIES

Fun-filled events for families all summer long. Outdoor movies are shown in various Loveland parks and pools.

**MOVIES IN THE PARK DATES:** June 10, July 15, August 12, 2021 **LOCATIONS:** TBD  
**DIVE-IN MOVIE DATES:** July 24 & Fall 2021 TBD **LOCATIONS:** Summer, Winona Outdoor Pool | Fall, Chilson Pool  
**ANTICIPATED ATTENDANCE:** 250 people per movie

2021 SPONSORSHIP OPPORTUNITIES	BLOCKBUSTER \$2,500	NEW RELEASE \$1,000	CULT CLASSIC \$500	B ROLL \$250
Business logo on Facebook event page	X	X	X	X
Business logo on movie screen	All movies- prominent place	3 movies	2 movies	1 movie
Opportunity to set up an interactive booth (booth provided by sponsor)	All movies- prominent place	3 movies	2 movies	1 movie
Banner displayed at movie (banner provided by sponsor)	All movies- prominent place	3 movies	2 movies	
Business mentioned on social media page	4 mentions	3 mentions	2 mentions	
Business featured in Parks & Recreation Activity Guide	3 half-page ads	1 half-page ad		
Business logo and link on Movies in the Park webpage	X	X		
Opportunity to play a 30-second commercial prior to each movie (provided by sponsor)	X			
Business named presenting sponsor in all marketing materials	X			



## 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!

**DATE:** Sundays June 6 – September 26, 2021 (except Sunday, July 4) **LOCATION:** Fairgrounds Park

**ANTICIPATED ATTENDANCE:** 2,000 people per market

2021 SPONSORSHIP OPPORTUNITIES	HARVEST \$5,000	GROW \$2,000	PLANT \$1,000
Business logo on Facebook event page	X	X	X
Business logo included on print and digital marketing materials	X	X	X
Opportunity to set up an interactive booth (booth provided by sponsor)	All markets-prominent place	8 markets	4 markets
Business mentioned on Farmers Market social media page	10 mentions	8 mentions	4 mentions
Banner displayed at Farmers Market (banner provided by sponsor)	All markets-prominent place	8 markets	
Business featured in Parks & Recreation Activity Guide	3 half-page ads	1 half-page ad	
Business logo and link on Farmers Market webpage	X		
Business logo on 2021 reusable Farmers Market bag	X		



## GLOW SWIM

Let's glow! Light up the night with glow sticks and fun for the whole family.

**DATE:** Fall 2021 **LOCATION:** Chilson Pool

**ANTICIPATED ATTENDANCE:** 300 people

2021 SPONSORSHIP OPPORTUNITIES	NEON NIGHTS \$500	GLOW WORM \$250	GLOW SWIM \$150
Business logo on Facebook event page	X	X	X
Opportunity to substitute cash donation with glow sticks	Up to \$100	Up to \$50	Up to \$50
Business mentioned on social media page	6 mentions	4 mentions	2 mentions
Opportunity for complimentary entry into Glow Swim event	6 entries	4 entries	2 entries
Opportunity to set up an interactive booth (booth provided by sponsor)	X	X	
Banner displayed at Glow Swim event (banner provided by sponsor)	Prominent place	X	
Business logo on Glow Swim marketing materials	As presenting sponsor		



# EVENT SPONSORSHIP OPPORTUNITIES

## 4TH OF JULY FESTIVAL

Voted one of the top 22 fireworks shows in the nation by USA Today!  
Please join us for a day of food trucks, kids' activities, live music and more.

**DATE:** July 4, 2021 **LOCATION:** North Lake Park

**ANTICIPATED ATTENDANCE:** 8,000 people

2021 SPONSORSHIP OPPORTUNITIES	DYNAMITE \$10,000	SHOWSTOPPER \$5,000	FIRECRACKER \$2,500
Business logo and link on 4th of July Festival webpage	X	X	X
Business logo on Facebook event page	X	X	X
Business logo on staff shirts	X	X	X
Opportunity to set up an interactive booth (booth provided by sponsor)	Up to 4 spaces at event-prominent place (400 sq. ft.)	Up to 3 spaces at event-prominent place (300 sq. ft.)	Up to 2 spaces at event-prominent place (200 sq. ft.)
Banner displayed at 4th of July Festival (banner provided by sponsor)	Up to 4 banners at event	Up to 3 banners at event	Up to 2 banners at event
Opportunity for parking passes at Loveland High School	Up to 10 passes	Up to 6 passes	Up to 4 passes
Business mentioned on social media page	10 mentions	6 mentions	4 mentions
Business featured in Parks & Recreation Activity Guide	1 full-page ad + 2 half-page ads	1 half-page ad	
Business logo included on print and digital marketing materials	On all marketing materials as presenting sponsor	On all marketing materials as stage sponsor	
Opportunity to speak on stage e.g. check presentation, introduction of staff member, giveaway, etc.	X		
Business logo on branded Snapchat filter	X		
FOR VENDOR BOOTH INQUIRIES, CONTACT: Caitlin Carter at 970.962.2446 or <a href="mailto:caitlin.carter@cityofloveland.org">caitlin.carter@cityofloveland.org</a>			



## MOUNTAINFILM

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

**DATE:** January 22, 2022 **LOCATION:** Rialto Theater, matinee & evening showing

**ANTICIPATED ATTENDANCE:** 400+ tickets sold per show

2022 SPONSORSHIP OPPORTUNITIES	EVEREST \$2,500	DENALI \$1,000	MT. WHITNEY \$500	MT. ELBERT \$250
Business mentioned in Mountainfilm playbill	Logo	Logo	Logo	Name
Business mentioned on screen prior to each show	Logo	Logo	Logo	Name
Business logo on Facebook event page	X	X	X	X
Business mentioned on social media page	6 mentions	4 mentions	2 mentions	
Opportunity for complimentary Mountainfilm show tickets	6 tickets	4 tickets	2 tickets	
Opportunity to set up an interactive booth (booth provided by sponsor)	X	X		
Business logo on Mountainfilm marketing materials	As presenting sponsor	X		
Opportunity to play a 30-second commercial prior to each movie (provided by sponsor)	X	X		
Business featured in Parks & Recreation Activity Guide	1 half-page ad			
Opportunity to speak on stage e.g. check presentation, introduction of staff member, giveaway, etc.	X			



**MORE INFO** [lovgov.org/parksrecreation](http://lovgov.org/parksrecreation)