

PARTNERSHIP OPPORTUNITIES

Connecting the Community



LIVE • LOVE • LAND

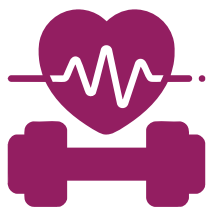


CONTACT

Kerry Helke | Kerry.Helke@CityofLoveland.org
970.962.2446 | lovgov.org/ParksRecreation

BY THE NUMBERS

Loveland Parks & Recreation impacts our community – make your business a part of it!



3,666
personal
training
sessions
provided

abdc:

72+ campers/day, grade K-5
10 summer camp weeks



IN-PERSON

GROUP FITNESS
ATTENDANCE

6,173 cycling
14,603 senior
59,210 overall



Trail Hosts volunteered

2,509 hours

3,031,640

**golf
balls**
launched
off golf
tees



3,843 rounds
of SNAG
played at the
Mini-Course



21,890
field/court
reservations

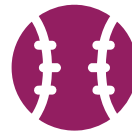


4,184
visitors

toured the VSMP cabin

during 68 Nature Cabin
Open House days

24
weekends
of athletic
tournaments



Barnes Softball Complex
& Winona Outdoor Pool

CONCESSIONS:



5,398



11,238



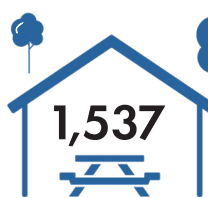
7,039



2,142



adult athletics games
1,788



1,537

park shelter
reservations



6,511
youth
athletics
enrollments



cemetery

166 interments

interment rights issued: 106

456 recreation volunteers
logged 16,000
HOURS



MONTHLY
DANCES

at the
Senior
Center
welcomed

1,697

participants



4,592
drop-in
visits at
Chilson
Childcare



2,852
swim lesson
participants

at Chilson & Winona pools



144,532
rounds of
golf
played



62.9 miles

of soft-
surface and
paved trails
FOR
PUBLIC
ACCESS

WE ARE LOVELAND PARKS & RECREATION

Is your business looking for a way to connect with the Loveland community? Sponsorship marketing is unique and can help you reach your target market in innovative ways and improve brand awareness.

When you partner with Loveland Parks & Recreation, you are showing the community that you, too, desire to improve the quality of life for residents of and visitors to our City. Get your brand out there with exclusive, eye-catching placements in areas frequented by many of our residents.

Included in this packet are several suggestions at varying price levels and a la carte options to help get the process started. We are dedicated to our sponsors and will work with you to create the best campaign to reach your target audience with our large selection of events and opportunities. Connecting your business with our trusted brand and loyal audience will maximize your marketing budget.

WHY YOU SHOULD CHOOSE SPONSORSHIP

Whether you are looking for branding or corporate giving, we have a broad selection of opportunities that include attaching your name to a project or special event. Many of these events have a longer shelf life than just the day-of. We think outside the box and offer unique ideas! Call us at 970.962.2446 to discuss what is best for YOUR marketing goals.

EVENT SPONSORSHIPS START AT \$500 AND GO UP TO \$5,000

Brand visibility including:

- logo placement on marketing materials
- logo at event
- logo & link on event webpage
- logo & link or ad in constant contact e-news (20K subscribers, 36% open rate)
- logo on event t-shirt
- advertisement in Parks & Recreation Activity Guide (16K printed, 3x/yr)

Directly connect with your target market:

- booth at event to create awareness/visibility, sample/display product, drive/reinforce sales or recruit/retain employees
- speak on stage at event
- commercial prior to event (Mountainfilm & Movies in the Park only)

Define how people perceive your company - connecting your brand with Loveland Parks & Recreation gives you credibility and association with memorable experiences:

- tagging your business on social media from our feeds (combined 15K followers)
- showcasing your community responsibility
- consumers, especially millennials, value experiences over things and will transfer that feeling to businesses connected to events

Where you put your logo makes a difference!

- logo placement ties directly back into how people see your brand and how memorable your company is
- drive brand awareness
- generate positive public relations
- Align your company with our high quality events and programs

EVENT ACTIVATION IDEAS – SAMPLES

Vehicle company: Have your truck at the Farmers Market and set up a booth on the tailgate.

Goal: Get your product in front of your target audience.

Outdoor gear company: Collect contact information from each ticket holder at Mountainfilm on Tour to enter into a drawing and give away a new ski rack to the lucky winner.

Goal: Collect contact information to grow your business database.

EVENT DESCRIPTIONS

Mountainfilm on Tour Mountainfilm on Tour brings a selection of culturally rich, adventure-packed and incredibly inspiring documentary films curated from the Mountainfilm Festival held every Memorial Day weekend in Telluride, Colorado. City of Loveland Parks & Recreation is excited to bring the tour to Loveland, hosted at the historic Rialto Theater with films that will explore the themes connected to Mountainfilm's mission: using the power of film, art and ideas to inspire audiences to create a better world.

Date: Held annually in January or February; inquire about 2026 opportunities

Sponsorship levels: \$2,500 | \$1,000 | \$500

Movies in the Park Our Movies in the Park summer series showcases family-friendly films in neighborhood parks around Loveland. **In 2025, Movies in the Park will only be held if adequate funding is obtained. Sponsorship funding starts at \$2,500 to host a movie and receive sponsorship benefits.**

Dates: Unknown; dates/locations agreed upon by P&R staff and the sponsoring business

2024 Stats • 4 movies • Average attendance 150 people

Sponsorship Level: \$2,500 per movie

Loveland 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 are there to primarily promote their business.

Dates: June 1–September 28, 2025 (18 weeks)

2024 Stats • 18 weeks • Average attendance 1,900 people

Sponsorship Levels: \$5,000 | \$2,500 | \$1,000

Commitment deadline for print: April 1, 2025

Honey Festival In conjunction with the Loveland Farmers Market, the Honey Festival features honey and beeswax products from several vendors, mead, demonstration beehives, bee-themed arts & crafts and children's activities as part of Busy Bee Kids Zone.

Date: September 7, 2025

2024 Stats • Average attendance 4,000 people

Sponsorship Levels: \$1,500 | \$750

Commitment deadline for print: July 11, 2025

Adult Field Day Our newest event is Adult Field Day. Teams play a variety of games, including axe throwing, human foosball, cornhole, life-size beer pong, obstacle course races and more! It's sure to be a hit as a yearly competitive challenge to become the top team.

Date: Fall 2025 (tentative)

Sponsorship Levels: \$2,500 | \$1,000

Commitment deadline for print: TBD

Ski & Sports Swap Our annual Ski & Sports Swap is a favorite amongst the Loveland Community. It is inclusive of all outdoor gear, with a focus on winter sports. The swap presents an opportunity for businesses and individuals to buy and sell new and used skiing, camping, sports, water and outdoor equipment.

Date: November 7 & 8, 2025 (tentative)

2024 Stats • Over \$47,000 in sales in 8 hours!

Sponsorship Levels: \$1,000 | \$750 | \$500

Commitment deadline for print: September 4, 2025



ADDITIONAL MARKETING OPTIONS

CHILSON RECREATION CENTER

Average 48,235 visits per month (varies seasonally) and 29,316 participants and spectators in gymnasiums

- Poster in Chilson main lobby
- Digital screens - 3 locations
- Gymnasium scoreboards - 2 in large gym, 1 in small gym
- Vendor table in lobby

CHILSON SENIOR CENTER

Events hosted at the Senior Center

- Fun & Games Social - spring
- Pancake Breakfast & Plant Sale - spring
- Community Dances at the Senior Center - 2x/mo
- Bingo at the Senior Center - 6x/yr
- Harvest Bazaar - fall

Other Opportunities at the Senior Center

- Table toppers on tables within the Senior Center
- Ad/flyer on digital screen
- Use of room at the Senior Center
- Pamphlet rack near Senior Center front door
- Passive table (3' x 3') in Senior Center Lobby (unstaffed) for set times/days

LOVELAND ATHLETICS

Barnes Softball Complex - 58,000+ participants and spectators

- Ballfield fence banner(s)
- Scoreboards sign(s) 10'w x 2'h & 18'w x 2'h
- TeamSideline webpage top banner or sponsor ad
- Pickleball Expo - spring & fall
- Field number flags
- Vendor table at fields/tournaments
- Adult athletics team award packages w/logoed shirt
- Youth athletic jerseys
- Coupons/flyers at concessions

WINONA OUTDOOR POOL

Average 33,000 per season (May–September)

- Banner on swimming pool exterior fence
- Logo at top of AquaClimb Wall

MOBILE RECREATION TRAILER(S) & REC TRUCK

More than 100 scheduled events and activity days

- Small, medium and large logo options



PARKS & RECREATION ACTIVITY GUIDE

ADVERTISING RATES

Ad Options

Ad Dimensions

Single
Issue

Annual
Agreement

Back Cover (full page)	7"w x 9.25"h	\$900	\$800/issue
Back Cover (half page)	7"w x 4.25"h	\$450	\$400/issue
Full Page	7"w x 9"h	\$800	\$750/issue
Half Page (horizontal)	7"w x 4.25"h	\$400	\$350/issue
Quarter Page	3.25"w x 4.25"h	\$300	\$250/issue

FREE!

Add your company website link to the online ad and enhance your web traffic from the digital publication.

OTHER PERKS

Single Issue: Company logo and website link included in email marketing during the time frame of your issue.

Annual Agreement: Company logo and website link included in email marketing and on the Parks & Recreation website during the time frame of your issue.

OUR MISSION

We are the City of Loveland Parks & Recreation Department with a mission to provide effective, efficient and high quality leisure facilities, sites, services and programs for citizens of and visitors to the community.

MORE INFO: lovgov.org/ParksRecreation

WE WANT TO HEAR FROM YOU!

Let us know how we can help create a lasting and meaningful partnership!

NATIONAL RECREATION & PARK ASSOCIATION'S

3 PILLARS OF PARKS & RECREATION

MAKING AN IMPACT ON QUALITY OF LIFE



1. CONSERVATION

PRESERVING NATURAL
RESOURCES



2. HEALTH & WELLNESS

IMPROVING HEALTH,
ENHANCING LIFE



3. SOCIAL EQUITY

ACCESS AND
INCLUSION FOR ALL



City of
LOVELAND
PARKS & RECREATION



CONTACT Kerry Helke | Kerry.Helke@CityofLoveland.org | 970.962.2446