

PARTNERSHIP OPPORTUNITIES

Connecting the Community



LIVE • LOVE • LAND



City of
LOVELAND
PARKS & RECREATION



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!



4,968
personal
training
sessions
provided

abdc: 73+ campers/day, grade K–5
10 summer camp weeks



IN-PERSON
GROUP FITNESS
ATTENDANCE
60,954 overall



Trail Hosts volunteered
1,454 hours

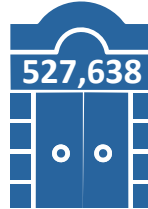
3,488,280

**golf
balls**

launched
off golf
tees



5,681 rounds
of SNAG
played at the
Mini-Course



Chilson
Rec &
Senior
Center
guests

Barnes Softball Complex
& Winona Outdoor Pool
CONCESSIONS:



5,804



1,666



7,275



4,641

visitors

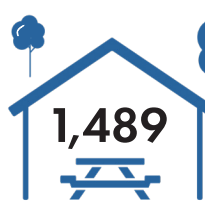
toured the VSMP cabin

during **93** Nature Cabin
Open House days



14,618
field/court
reservations

18
weekends
of athletic
tournaments



1,489

park shelter
reservations



165

Chilson
birthday
party
rentals



1,949



6,152
youth
athletics
enrollments



5,283
lunches
served
at the
Senior
Center



418 recreation volunteers
logged **15,305**
HOURS



cemetery

139 interments
interment rights issued: **109**

277 stewardship
volunteers
= 4,836 hours



MONTHLY
DANCES
at the
Senior
Center
welcomed

2,000+
participants



3,885
drop-in
visits at
Chilson
Childcare



2,680
swim lesson
participants
at Chilson & Winona pools



165,990
rounds of
golf
played



63.7 miles

of soft-
surface
and paved
trails
FOR
PUBLIC
ACCESS

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, CO. City of Loveland Parks & Recreation brings the tour to Loveland, hosted at the historic Rialto Theater with films that 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 February; inquire about 2026 or 2027 opportunities
Sponsorship levels: \$1,500 | \$750 | \$300



Movies in the Park Our Movies in the Park summer series showcases family-friendly films in neighborhood parks around Loveland. **In 2026, 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: TBD; set by P&R staff and the sponsoring business
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 7–September 27, 2026 (16 weeks)
2025 Stats • 18 weeks • Average attendance 2,000 people
Sponsorship Levels: \$5,000 | \$2,500 | \$1,000
Commitment deadline for print: April 1, 2026

Hydro Dash Kids Challenge The Hydro Dash Kids Challenge is a thrilling combo of water and speed, offering a FUN race for kids age 4–14. They kick things off with an energizing swim, then dash around the nearby track.
Date: July 18, 2026
Sponsorship Levels: \$300 | \$150
Commitment deadline for print: May 1, 2026



Honey Festival In conjunction with the Loveland Farmers Market, this festival features honey and beeswax products from several vendors, mead, demo beehives, bee-themed arts & crafts and the Busy Bee Kids Zone.
Date: September 13, 2026
2025 Stats • Average attendance 4,000 people
Sponsorship Levels: \$1,500 | \$750
Commitment deadline for print: July 10, 2026

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 13 & 14, 2026 (tentative)
2025 Stats • Over \$48,000 in sales in 7.5 hours!
Sponsorship Levels: \$1,000 | \$750 | \$500
Commitment deadline for print: August 28, 2026



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.

RECREATION & ATHLETICS MARKETING OPTIONS

CHILSON RECREATION CENTER

OPEN MONDAY–SUNDAY, YEAR-ROUND

AVERAGE 48,235 VISITS PER MONTH*
AND 29,316 PARTICIPANTS & SPECTATORS
IN GYMNASIUMS

Poster in Chilson main lobby

- \$100 per month with \$30 printing fee
- Poster size: 22" w x 28" h

Flyer on digital screens - 3 locations

- \$125 per month

Gymnasium scoreboards

(two in large gym, one in small gym)

- \$2,000 first year; \$1,500 each additional year

Vendor table in lobby

- \$40 first hour; \$20 each additional hour
- Max four times per month



LOVELAND ATHLETICS

BARNES SOFTBALL COMPLEX

AVERAGE 58,000+ PARTICIPANTS
& SPECTATORS

Ballfield fence banner(s)

- \$600 per banner per season

Scoreboard sign(s)

- Sign size: 10' w x 2' h: \$4,000/\$3,000
- Sign size: 8' w x 2' h: \$5,000/\$4,000

TeamSideline webpage top banner or sponsor ad

- \$50–\$150 per month

Pickleball Expo - spring & fall

- \$250 each

Vendor table at fields/tournaments

- \$30 per hour

Coupons/flyers at concessions

- Prices vary



*varies seasonally

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!



OUR VISION

We are committed to our vision to provide a sustainable system of diverse parks, trails, natural areas and facilities that connect people with the natural environment, support good health and offer outstanding community experiences while balancing recreation opportunities with the protection of natural and cultural resources.



Proud Member of the National
Recreation & Park Association



Proud Member of the Colorado
Parks & Recreation Association

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

CHILSON SENIOR CENTER SPONSORSHIP

OPEN MONDAY–FRIDAY, YEAR-ROUND

AVERAGE 6,000+ PEOPLE PER MONTH*

- 12–18 planned and drop-in activities each week
- 11 SilverSneakers® drop-in fitness classes each week
- Volunteers of America (VOA) hot lunch four (4) days/week

PASSIVE MARKETING OPPORTUNITIES**

Table toppers on tables in Senior Center lobby

- \$75 per month
- Size 4" w x 6" h vertical; max of eight (8) tables

Pamphlet rack near Senior Center front door

- \$75 per month

Unstaffed 3' x 3' table in Senior Center lobby

- \$75 per eight (8) hour day

Staffed 3' x 3' table in Senior Center lobby

- \$75 for two (2) hours; during morning social hours

Banner at pickleball courts

- \$500 per banner per season (April–October)
- Four (4) pickleball complexes available (Mehaffey Park, Centennial Park, Osborn Park & Sunnyside Park)



*based on Senior Center door stats

**businesses can reserve a max of three (3) months for any single opportunity within a calendar year

CONTACT Kerry Helke, 970.962.2446 or Lauren Pavlish, 970.962.2336

CHILSON SENIOR CENTER EVENTS

Pancake Breakfast & Plant Sale The Annual Pancake Breakfast & Plant Sale is a cherished community tradition that brings together families and friends for a morning of great food and warm company. Guests enjoy a hearty breakfast of pancakes, sausage, juice and coffee before browsing a wide selection of plants to brighten their homes and gardens. This is a fundraiser for the Chilson Senior Advisory Committee.

Date: April 11, 2026

2025 Stats • Average attendance 200–300 people

Commitment: \$250

- Table in the Senior Center lobby during event
- Sponsor logo & link on event marketing
- Sponsor logo in two (2) Constant Contact emails (33k list, 37% avg. open rate)

Harvest Bazaar The Harvest Bazaar is a festive seasonal event that brings the community together for a day of shopping, dining and celebration. The craft fair features handmade goods, artisan creations and holiday gifts, along with a popular lunch deal of chili, pie and drink. This is a fundraiser for the Chilson Senior Advisory Committee.

Dates: October 2026, TBD

2025 Stats • Average attendance 200–250 people

Commitment: \$150

- Table in the Senior Center lobby during event
- Sponsor logo & link on event marketing materials
- Sponsor logo in two (2) Constant Contact emails (33k list, 37% avg. open rate)

Bingo Bingo is held monthly and is one of our most popular recurring social events. Participants gather to enjoy multiple rounds of classic bingo, complete with exciting prizes, light refreshments and plenty of opportunities to meet new people or spend time with friends.

Dates: Monthly • Average attendance 50–60 people

Commitment: \$150 cash or in-kind

- Table and/or sign at event
- Opportunity for sponsor involvement in facilitating the games
- Sponsor logo on event marketing materials

New Year's Eve Dance Participants ring in the new year at our festive New Year's Eve Dance, an evening filled with celebration and community. Guests enjoy a pasta bar dinner, non-alcoholic beverages and live music as they dress in their finest and welcome the year ahead in style.

Date: December 28, 2026

2025 Stats • Average attendance 100–150 people

Commitment: \$200 cash or in-kind

- Table in the Senior Center lobby during event
- Sponsor logo on event marketing materials



Richard Haro Photography

WINONA OUTDOOR POOL SPONSORSHIP

OPEN MEMORIAL DAY–LABOR DAY

AVERAGE 33,000 PEOPLE PER SEASON

SEASONAL OPPORTUNITIES

Banner on swimming pool exterior fence

- \$500 per season
- Banner max size: 4'w x 8'h
(smaller is acceptable, provided by sponsor)

Logo at top of AquaClimb Wall

(top of wall dimensions: 3'w x 2.5'h)

- \$1,500 per season
(plus \$250 installation fee; requires a minimum of 2-year commitment)

SPONSOR A WEEK

Help make water play accessible to all!

Sponsorship Levels

Deep Dive | \$1,000

- 100 Winona Day Passes** to provide to customers at place of business or at sponsor's discretion (valid during sponsored week's Open Swim)
- Sponsor logo & link on lovgov.org/Swimming webpage for one (1) week*
- Sponsor logo & link in one (1) Constant Contact email (33k list, 37% avg. open rate)
- One sponsor-provided banner at Winona (max 3'w x 6'h, displayed for one (1) week*)
- One sponsor-provided brochure/flyer at Winona front counter
- 10% discount for sponsoring two+ weeks

Pool Side | \$500

- 50 Winona Day Passes** to provide to customers at place of business or at sponsor's discretion (valid during sponsored week's Open Swim)
- One (1) sponsor-provided banner (max 3'w x 6'h) or flyer at Winona for one (1) week*
- 10% discount for sponsoring two+ weeks



*1-week = Mon–Sun; 1 sponsor/week (2 at \$500 level) seasonally

**Day passes are intended for individual use; group reservations (10+ ppl) require advanced approval at lovgov.org/Swimming