

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



32 Trail Hosts volunteered
1,454 hours

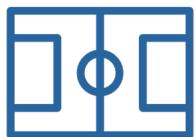
3,488,280

golf balls

launched off golf tees



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



14,618 field/court reservations



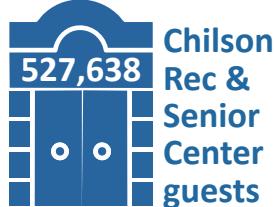
4,641 visitors

toured the VSMP cabin during 93 Nature Cabin Open House days

418 recreation volunteers logged 15,305 HOURS



MONTHLY DANCES at the Senior Center welcomed 2,000+ participants



18 weekends of athletic tournaments



park shelter reservations



cemetery

139 interments
interment rights issued: 109

277 stewardship volunteers = 4,836 hours



3,885 drop-in visits at Chilson Childcare

2,680 swim lesson participants at Chilson & Winona pools

Barnes Softball Complex & Winona Outdoor Pool CONCESSIONS:



5,804

1,666



7,275



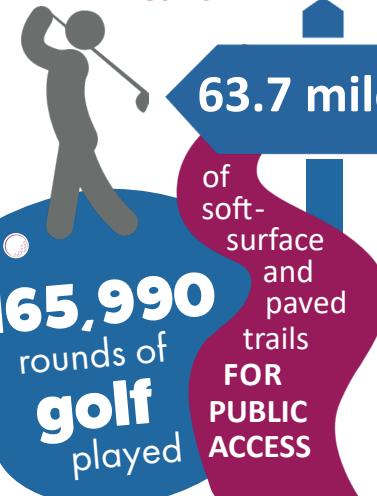
Chilson birthday party rentals
165



1,949



5,283 lunches served at the Senior Center



63.7 miles

of soft-surface and paved trails
FOR PUBLIC ACCESS

165,990 rounds of golf played

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.

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

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