

PARTNERSHIP OPPORTUNITIES

Connecting the Community



LIVE • LOVE • LAND



City of
LOVELAND
PARKS & RECREATION

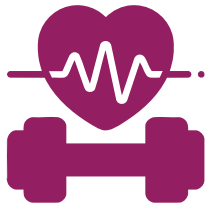


CONTACT

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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
32
1,454 hours

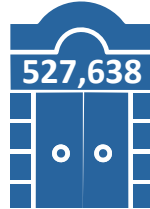
3,488,280

**golf
balls**

launched
off golf
tees



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



527,638
Chilson
Rec &
Senior
Center
guests

Barnes Softball Complex
& Winona Outdoor Pool
CONCESSIONS:



5,804



1,666



7,275



4,641

visitors

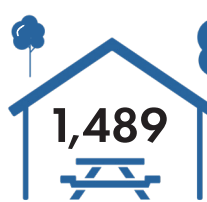
toured the VSMP cabin

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



adult athletics games
1,949



cemetery

139 interments
interment rights issued: **109**

6,152
youth
athletics
enrollments



5,283
lunches
served
at the
Senior
Center



418 recreation volunteers
logged **15,305**
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

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