

PARTNERSHIP OPPORTUNITIES

Connecting the Community



LIVE • LOVE • LAND



CONTACT

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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.

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.

OUR COMMUNITY

We are proud to make an impact on quality of life in Loveland by maintaining numerous areas with amenities for the community. **Visit lovgov.org/parks for a full list of facilities.**

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



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: February 3, 2024

2023 Stats • 648 tickets sold

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

Commitment deadline for print: December 5, 2023

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

Date: May 3, 2024 | 2:00–5:00P

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

Commitment deadline for print: February 23, 2024

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 2–September 29, 2024 (18 weeks)

2023 Stats • 17 weeks • Average attendance 1,930 people

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

Commitment deadline for print: April 12, 2024

Movies in the Park Our Movies in the Park summer series showcases several family-friendly films in neighborhood parks around Loveland. Each movie has themed events and entertainment, Mobile Recreation Trailer games and food trucks offering popcorn, ice cream and other sweet treats before showtime.

Dates: 3 movies scheduled June–August 2024

2023 Stats • 4 movies • Average attendance 125 people

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

Commitment deadline for print: April 19, 2024

July 4th Festival Voted one of the top 22 fireworks shows in the nation by USA Today! This event has been a Loveland tradition for decades and includes an afternoon and evening of FUN, entertainment and food at North Lake Park before watching a spectacular fireworks show over Lake Loveland.

Date: July 4, 2024 • Live Music • Children's Bike Parade • Beer Garden • Cornhole Tournament • Kid Zone

2022 Stats • Estimated attendance 6,000 people | **2023 Stats** • Estimated attendance 1,500 people

Sponsorship Levels: \$5,000 | \$2,500 | \$1,000 (thunderstorm impacted event)

Commitment deadline for print: May 14, 2024

Kidchella: Art & Music Festival An afternoon of live stage performances, carnival games, dancing, interactive art and FUN – and it's all about the kids! The Hammond Amphitheater stage is programmed with kid-friendly music, live shows & performances and more to create an afternoon of FUN that families love year after year.

Date: Fall 2024

2023 Stats • Estimated attendance 3,500 people

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

Commitment deadline for print: Late summer 2024

EVENT DESCRIPTIONS

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 many children's activities as part of our Busy Bee Kids Zone.

Date: September 8, 2024

2023 Stats • Estimated attendance 4,000 people

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

Commitment deadline for print: July 11, 2024

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 8 & 9, 2024

2022 Stats • Over \$47,000 in sales in 8 hours!

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

Commitment deadline for print: September 6, 2024

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.

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



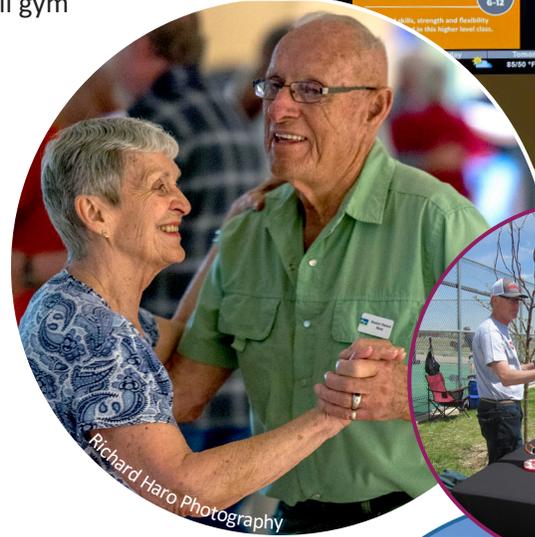
CHILSON SENIOR CENTER

Events hosted at the Senior Center

- Pancake Breakfast & Plant Sale - spring
- Community Dances at the Senior Center - 2x/mo
- Pickleball Expo - spring & fall
- Bingo at the Senior Center - 6x/yr

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 - 44,355 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
- Field number flags
- Vendor table at fields/tournaments
- Adult athletics team award packages w/logged 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 (half page)	7" w x 4.25" h	\$650	\$550/issue
Inside Back Cover (full page)	7" w x 9.25" h	\$900	\$800/issue
Inside 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

Add your company website link to the online ad and enhance your web traffic from the digital publication. Available at any ad size or placement. \$50/issue

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.

WE WANT TO HEAR FROM YOU!

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



City of
LOVELAND
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