


SPONSORSHIP OPPORTUNITIES



CITY OF
Longmont
Recreation &
Golf Services



TOTAL FACILITY VISITORS



Total Group Fitness Class Participants
121,400



Athletics Program Participants
13,500



Total Pool Visits
142,200



Total Community Event Attendees
42,700

ONLINE STATS



Facebook Engagement
5,850
people reached per month
1,320
people reached per post



Website visitors
36,600



Number of Households on Nextdoor
28,500



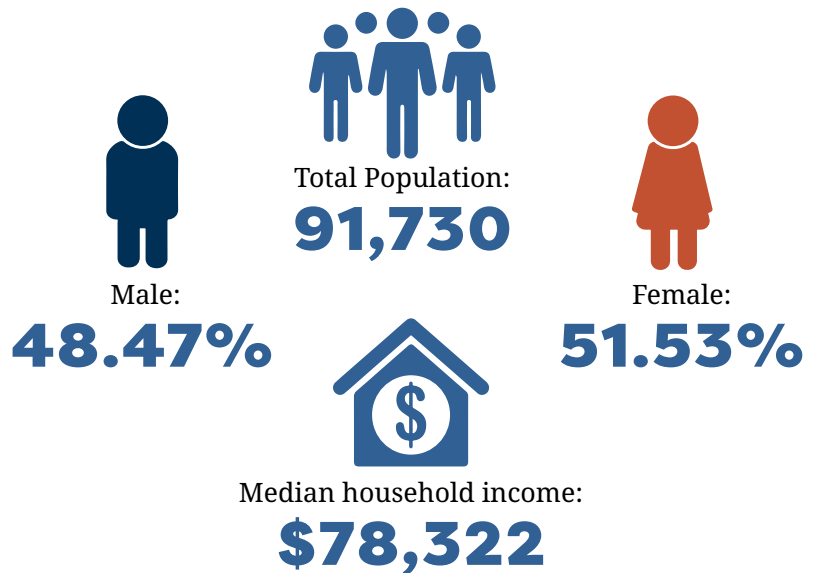
Number of households reached w/ Brochure
48,000

ABOUT LONGMONT RECREATION SERVICES

We believe the way we play impacts our individual well-being and enhances the quality of our lives. Through collaboration with organizations just like yours, we are able to offer our community opportunities to play in athletic leagues, at community-wide special events, day camps, and diverse programs for all ages. Longmont Recreation offers something for everyone, including sponsorship opportunities that further your business and marketing objectives while enhancing our community!



LONGMONT DEMOGRAPHICS



AGE DISTRIBUTION

| | |
|---------------------|---------------------|
| 0-9: 9.7% | 10-19: 14.3% |
| 20-29: 12.7% | 30-39: 14.9% |
| 40-49: 12.5% | 50-59: 13.2% |
| 60-69: 12.1% | 70+: 10.8% |

PARTNERSHIP PACKAGES



LONGS PEAK PACKAGE \$5,000

- One company provided banner hung at the Rec Center Track
- One company provided banner hung in choice of either the Memorial Building Gym or Centennial pool
- One company provided banner hung at softball fields (April – October)
- One slide to run on TV's in facility lobbies
- Sponsorship of your choice of 2nd tier Community Event at the \$500 level
- Logo on Longmont Recreation Sponsorship webpage
- Sponsorship of one individual youth sports team

FOOTHILLS PACKAGE \$2,500

- One company provided banner hung in choice of either the Memorial Building Gym or Centennial Pool
- One company provided banner hung at softball fields (April-October)
- One Slide to run on TV's in facility lobbies
- Sponsorship of one individual youth sports team



PROGRAMS



ATHLETICS

YEARLY ATHLETICS PARTNER: \$10,000

- Company logo on TeamSideline.com & Longmont Athletics webpage
- Logo on all team shirts and trophies
 - » Logo in Recreation Brochure
 - » Picture day presence
 - » Ability to distribute marketing materials to participants
 - » Company banners at City of Longmont athletics facilities
 - » Jersey pick-up at company location for one sport
 - » Company may be present and distribute materials at games



LEAGUE PACKAGES

GOLD: \$2,000

- Large company logo on TeamSideline.com and Longmont Athletics webpage
- Large company logo on team shirts
- Picture day presence
- Game day presence
- Ability to distribute marketing materials to participants



SILVER: \$1,500

- Medium company logo on TeamSideline.com and Longmont Athletics webpage
- Medium company logo on team shirts
- Picture day presence
- Game day presence
- Ability to distribute marketing materials to participants



BRONZE: \$750

- Small company logo on TeamSideline.com and Longmont Athletics webpage
- Small company logo on team shirts for up to 5 sponsored teams
- Picture day presence
- Game day presence
- Ability to distribute marketing materials to participants

INDIVIDUAL TEAM SPONSORSHIPS

\$150 TEAM SPONSOR

- Company logo on TeamSideline.com & Longmont Athletics webpage
- Company logo on team shirts
- Ability to distribute marketing materials to participants



LONGMONT SUMMER DAY CAMP

CAMP SPONSOR - \$1,000

- Logo on the Longmont Summer Day Camp webpage
- Logo in the Recreation Brochure
- Logo on summer camp marketing materials
- Logo in welcome packet sent to parents

IN-KIND SPONSORSHIPS ARE WELCOME! CONTACT US FOR MORE INFO

EVENTS (TOP TIER)



RHYTHM ON THE RIVER

TITLE SPONSOR \$15,000

- Presenting Note Benefits, PLUS:
- Most prominent logo on the Event Guide, on Volunteer Shirts, & City of Longmont's ROTR website page
- Prominent signage on the main stage

PRESENTING SPONSOR \$10,000

- Platinum Note Benefits, PLUS:
- Prominent Logo in the Event Guide, on Volunteer Shirts, & City of Longmont's ROTR website page
- Large Logo on Event Poster
- Logo on Event Poster for Band Announcement
- Opportunity to bring a new element or component to ROTR, start the conversation TODAY!

PLATINUM \$5,000

- Golden Note Benefits, PLUS:
- Sponsor a ROTR event element (sponsor supplied banners & signage at sponsored element, pre-event mentions)
- Large logo in the Event Guide & on Volunteer Shirts
- Logo in City of Longmont Summer Recreation Brochure
- Medium Logo on Event Poster
- City of Longmont Recreation Facebook mentions

GOLD \$2,500

- Silver Note Benefits, PLUS:
- Medium Logo in the Event Guide & on Volunteer shirt
- City of Longmont Summer Recreation Brochure mentions, direct mailed to 48,000 families (must commit by February 14)
- Acknowledgement in City of Longmont Winter/Spring Recreation Brochure
- Sponsor booth available with prominent location
- Small Logo on Event Poster
- Color Logo on City of Longmont's ROTR website-present in 2 locations

SILVER \$1,000

- Bronze Note Benefits, PLUS:
- Small Logo or business name (your choice for best visibility) in the digital Event Guide & on Volunteer shirts
- Business name on Event Poster (200 +, delivered to local businesses & city facilities, with at least 6 weeks of visibility)

BRONZE \$600

- Business name in digital Event Guide (printed & viewable online) & on 400 Volunteer shirts
- Sponsor Booth (includes 10x10 tent, 1 table, 2 chairs, & access to electricity)
- Sponsor has full merchandising privileges to promote business at ROTR. ROTR logo will be incorporated on all material used by the Sponsor (where permissible)
- Greyscale logo on City of Longmont's ROTR website
- Recognition & Invitation to the "Sponsor Appreciation Reception"

EVENTS (TOP TIER)



LONGMONT LIGHTS

POWERED-BY SPONSOR - \$10,000

- Exclusive Lighting Sponsor
- Full merchandising rights for event promotion
- Sponsor booth onsite
- Sponsor Signage placed on the fence at the Activity Pool and lit for the month of December.
- Sponsor logo shown on the Memorial Building during the two day event in December.
- Most prominent logo on all media Logo on event website with Powered- By language Social Media postings

ILLUMINATION SPONSOR - \$5,000

- Official Fireworks Sponsor OR opportunity to sponsor a new or existing event element - start the conversation today!
- Sponsor booth onsite
- Sponsor Signage placed outside the Memorial Building during the festival
- Large logo on all media Logo on event website Social Media postings

ELF PROCESSION SPONSOR - \$5,000

- Official Parade Sponsor
- Free parade entry
- Sponsor activation in Roosevelt Park on Friday night.
- Promotional and directional signage featuring logo
- Large logo on all Longmont Lights media and website Social Media posts, mentions, etc

SANTA'S HELPERS - \$1000 OR LESS

- Sponsor a new or existing event element. Start the conversation today!
- Opportunities include:
 - » Santa's Reindeer
 - » Candy Cane Train
 - » Sweet Shop Hot Coco
 - » Sounds of the Season

EVENTS (SECOND TIER)



TURKEY TROT

GOLDEN GOBBLER: \$2,500

- All benefits of Silver Gobbler PLUS:
- Prominent, extra-large sized business logo on all event wear & marketing materials, including 10K mile markers
- Premiere booth space at finish line in vendor village
- 4 additional complimentary race entries (10 total)

SILVER GOBBLER: \$1,000

- All benefits of Bronze Gobbler PLUS:
- Large sized business logo on all event wear & marketing materials including registration forms
- 10 x 10 vendor booth space near finish line
- 2 additional complimentary race entries (6 total)

BRONZE GOBBLER: \$500

- Medium sized business logo on participant & volunteer event shirts, promotional poster, City of Longmont Turkey Trot website
- 10 x 10 vendor booth space
- 4 complimentary race entries
- Race day recognition & announcements

THIRSTY TURKEY: \$300

- Water Station Sponsor– ‘own’ your Thirsty Turkey water station on the 10K or 2Mile race course! We provide the table, water & cups, you provide the people & fun! Decorate your Thirsty Turkey water station & make your business memorable. PLUS:
- Small sized business logo on volunteer shirts, promotional poster & Turkey Trot website
- 10 x 10 vendor booth space (in addition to your race course water station)
- 2 complimentary race entries
- Race day recognition & announcements

TRIATHLON

TITLE SPONSOR: \$2500

- All benefits of Presenting Sponsor PLUS:
- Large sized business logo on ALL race & volunteer shirts
- Premiere booth space for BOTH events
- 2 additional complimentary race entries (4 total)

PRESENTING SPONSOR: \$1000

- All benefits of Supporting Sponsorship PLUS:
- Medium sized business logo on all ‘Supporting Sponsor’ advertisements.
- Medium sized business logo on one race shirt (Kids’ Only Triathlon or Longmont Triathlon & Try-a-Tri) & on both triathlon websites
- Display of company banner/poster
- 1 additional complimentary race entry (2 total)

SUPPORTING SPONSOR: \$500

- Small sized business logo on volunteer t-shirt, promotional poster, & marketing emails.
- Choice of small business logo on Kids’ Only Triathlon website or Longmont Triathlon & Try-a-Tri website
- 10 x 10 vendor booth space at all events
- 1 complimentary entry to race of choice Race day recognition & announcements

THIRD TIER EVENTS

These events run mostly on in-kind sponsorships, and sponsorships of \$500 or less. Events include:

- Strider Glider Rough Rider Race
- Underwater Easter Egg Hunt

*Reach out
for more info!*

OTHER OPPORTUNITIES



ICE

SEASON PARTNER: \$2500

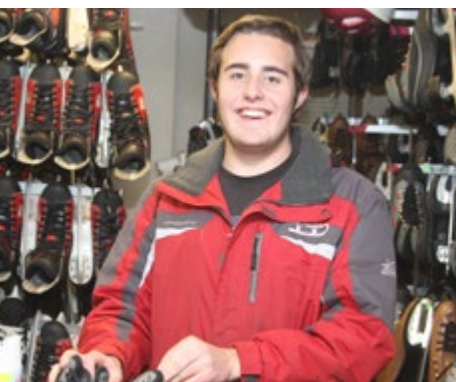
- Two dasher boards
- One day of skate rentals
- Company logo on Ice Pavilion webpage
- Presence at March Meltdown Party

DASHER BOARDS: \$750

- A board with your company logo displayed at the ice pavilion for the entire season

SPONSORED SKATE RENTAL: \$500

- The first 100 skate rentals are on you, and we'll make sure everyone know it
- Banner displayed at check-in
- Marketed through Longmont Recreation social media, and facility flyers



SPONSORED FREE SKATE: \$1,000

- The first 100 skaters are on you, and we'll make sure everyone know it
- Banner displayed at check-in
- Marketed through Longmont Recreation social media, and facility flyers

MARCH MELTDOWN PARTY: \$750

- Company logo on Ice Pavilion webpage
- Company logo on Party marketing materials
- Social media mention on Longmont Recreation Facebook page
- Presence at the event



CREATE YOUR OWN MPO (a la cart options)

Partnership opportunities can be flexible to fit your priorities! Here are some of our a-la-cart marketing promotional opportunities

- Banners & Logos (space is limited)
- Rec Center (1 year)
- Memorial Building (1 year)
- Sunset Pool (Memorial Day to Labor Day)
- Centennial Pool (1 year)
- Toshiba slides at your choice of facility
- Hospitality (Monthly)
- Coffee and fixings at the LRC
- Towel Service (includes option to add branded towels for guests to use)
- In-kind Materials
- Anything from swim caps to art supplies! You can even put your logo on it. Contact us for more information!





CONTACT AND SUBMITTAL FORM

Organization Name

Organization Contact Information

Name of contact

Phone number

Email address

Interested in the following opportunities (check all that apply)

- Partnership Packages
- Community Events
 - Tier 1
 - Tier 2
 - Tier 3
- Athletics
 - Yearly Partnerships
 - League Packages
 - Individual Team Sponsorships
- Summer Day Camp
- Ice
 - Season Partnership
 - Dasher Board
 - Sponsored Skate Rental
 - Sponsored Free Skate
 - March Meltdown Party
- Creating my own customized packages



For more information about partnering with Longmont Recreation Services, please contact Sam Calhoon at 303-774-4694 or Sam.Calhoon@LongmontColorado.gov

