



## 2026 LevelUp Longmont Sponsorship Packet

LevelUp Longmont is a one-day esports event that celebrates competition, creativity, and community. At the heart of the event is a livestreamed esports tournament at the Longmont Museum. Surrounding it is an all-ages festival with outdoor activities, vendor booths, pick-up games, a convention-style tabletop/card game room, tech demos, local art and culture, watch parties, and a Quest Log, a bingo-style activity where festival goers complete challenges by visiting booths and doing activities to gain Experience Points (XP) for prizes.

### 2025 event highlights:

- 250 in-person attendees
- 300+ livestream/online viewers
- 8 vendor booths/tables
- 237 LevelUp Quest Logs distributed and handed in for prizes
- 24 volunteers
- outdoor games, face painting, a photobooth, a balloon arch, city mascot "Monty," food trucks, and a racing simulator

### (2nd annual) 2026 event expands with:

- a new theme: "Rise to the Challenge"
- a larger, more technologically equipped venue
- more visibility and engagement opportunities for sponsors
- selling opportunities for sponsors
- more pre-game events and programming
- watch parties at the event and throughout the city

JOIN  
AT ANY  
LEVEL

# Want to LevelUp?

## TITLE SPONSOR – \$10,000

### Get Gold Sponsor benefits, plus:

"Presented by" naming rights (with Library) on all printed and digital marketing and tournament livestreams

Exclusive logo placement on all printed and digital marketing materials.

Exclusive logo placement on festival entrance banner.

Inclusion in Library and City-wide communications wherever LevelUp Longmont is mentioned.

Strong brand presence on tournament players' equipment and gear.

Premiere booth location at the festival.

Ad placement in livestream (sponsor-supplied, 30-second)



(Proposed) Event Details:

**Saturday,  
Sept. 19, 2026**

An All Day Family-Friendly Event

Longmont Museum  
400 Quail Rd. and  
Livestreamed

## GOLD SPONSOR – \$5,000

### Get Silver Sponsor benefits, plus:

- Logo placement and acknowledgment on all printed and digital marketing materials.
- Inclusion in Library communications wherever LevelUp is mentioned.
- Business logo on festival entrance banner.
- Opportunity to host official watch parties at your business, advertised on our platforms.
- Ad placement(s) in livestream (sponsor-supplied, 15-second).



## SILVER SPONSOR – \$1,000

### Get Vendor Tier benefits, plus:

- Additional booth activation in main event arena (for game activity set up) in festival
- Logo placement and acknowledgment on select printed and digital marketing materials.
- Library social media mention, one pre-event and one post-event.
- Shout-outs during event announcements and on livestream.



## VENDOR TIER—\$500

### Get Community Sponsor benefits, plus:

- Booth activation in festival's "Vendor Alley".
- Host a mini pickup tournament at your booth (included in Quest Log activities).
- Name and logo included in digital and printed "Vendor Alley" map.
- Permission to sell merchandise.



## COMMUNITY SPONSOR—in-kind support

### Support through goods, services, equipment, or giveaways

- Promote your brand by providing swag at the festival and/or at pick-up tournaments.
- Table placement in festival (note: no sales allowed).
- Acknowledgement in "Community Sponsor" materials (web site, Quest log, e.g.)



## WHY SPONSOR LevelUp Longmont?

high exposure, high attendance at an official City of Longmont event, in-person and streaming

community-forward, positive youth and family impact

strong alignment with innovation, accessibility, digital literacy, healthy esports community, youth programming, community building

### Brand visibility across:

- tournament livestream events
- printed and digital event promotion
- festival Quest Logs
- venue wayfinding
- earned media opportunities
- swag



## Ready to LevelUp?

Contact us to learn more.

[bit.ly/LevelUpLongmont](http://bit.ly/LevelUpLongmont)

Contact: Tracey Steele: [tracey.steele@longmontcolorado.gov](mailto:tracey.steele@longmontcolorado.gov), 303-651-8795

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