

2023



SPONSORSHIP OPPORTUNITIES



LOVELAND DOWNTOWN DISTRICT

201 East 4th Street • Loveland, Colorado 80537

downtownloveland.org

Loveland Downtown Partnership (LDP) • Downtown Development Authority (DDA) • Downtown Business Alliance (DBA)



2023



WHO WE ARE:

The Loveland Downtown District is a dynamic collaboration between three nonprofit organizations supporting downtown: Loveland Downtown Partnership (LDP), Downtown Development Authority (DDA) and Downtown Business Alliance (DBA).

Each entity plays a key role in the revitalization of Downtown Loveland. From organizing partnerships and people (LDP), to brick and mortar development and beautification projects (DDA), to the promotion and connection of existing businesses (DBA), we all work together to create an atmosphere for people to come enjoy the downtown district.

Our current overall mission is: "To create a vibrant downtown that provides a safe, dynamic environment to gather, live, educate, shop, work and play."

WHAT WE DO:

The Loveland Downtown District works each year to produce a series of signature events, promotions and advertising to create a simple call to action: Come downtown!

Popular events include our monthly **Night on the Town** where art galleries open exhibits, retail shops stay open late and restaurants and breweries offer specials and new craft beer releases. Our **One Sweet Summer** event series is a highlight of the summer with live music and activities in The Foundry Plaza. Throughout the year, we also host various ongoing special events and marketing promotions with help from our Downtown Business Alliance members and dedicated volunteers. Events like **Shop Local Saturdays**, **Girls Night Out** and **Downtown Beer Week** allow us to both engage the public and collaborate with downtown business owners. Another fun annual celebration is our hometown tradition of **Festival of Lights**, where we host a tree-lighting ceremony, live music, holiday market vendors, Santa Claus and more for the whole town to enjoy!

SPONSORSHIP

Increase your downtown presence with sponsorship opportunities that bring unique visibility and exposure for your business or organization.



Sponsorship Opportunities

Increase your downtown presence with sponsorship opportunities that bring unique visibility and exposure for your business or organization. Select á la carte sponsorship items individually, or save with our bundled package options to maximize your reach.

	Á LA CARTE	PKG A	PKG B	PKG C
DOWNTOWN PUMPKIN FESTIVAL				
Presenting Sponsor	\$2000			
Festival/Special Area Sponsor	\$1000			●
Supporting Sponsor	\$500		●	
Contributing Sponsor	\$250	●		
FESTIVAL OF LIGHTS				
Presenting Sponsor	\$3000			
Festival Sponsor	\$1500			●
Art & Music Stage Sponsor	\$1250			
Holiday Spirits Sponsor	\$1250			
Carriage Rides Sponsor	\$1250			
Saint Nick Sponsor	\$1250			
Holiday Cheer Sponsor	\$750		●	
Entertainment Sponsor	\$500	●		
SCARECROW SCAVENGER HUNT				
Scarecrow Sponsor	\$500		●	●
BLOOM'N HEARTS OF DOWNTOWN				
Planter Sponsor	\$250	●	●	●
DOWNTOWN BUSINESS ALLIANCE (DBA)				
Membership	\$100/250	● LEVEL ONE	● LEVEL TWO	● LEVEL TWO
DISCOUNTED PACKAGES:		\$1000	\$2,000	\$3,000

Discounted packages available until June 2022. Custom sponsorship packages available upon request.



Downtown Pumpkin Festival - Sponsorship Details

Multiple sponsors accepted. Event takes place Saturday, October 14, 2023 in The Foundry Plaza.

In partnership with City of Loveland Parks & Recreation, Cultural Services and Loveland Public Library, our first annual *Downtown Pumpkin Festival* was held in 2020. This event celebrated fall with all things pumpkin and featured farmers market pumpkins, Loveland artists, a DJ playing Halloween tunes and vendors selling pumpkin-themed goods! Participants received a pumpkin, then selected an art station to work with a local artist to creatively decorate their pumpkin. **ESTIMATED ATTENDANCE: 3000 PEOPLE**

PRESENTING SPONSOR BENEFITS:

\$2000 Value

- Logo prominently featured on website, posters, social media, email communications and event promotions as one of the Presenting Sponsors.
- Logo featured on advertising collateral (where placement and space allows).
- Logo featured on complimentary tote bags given to each attendee.
- Opportunity for a banner displayed at the event.
- Opportunity for a 10' x 20' booth space at the event.
- Opportunity for giveaway items to be included inside tote bags.
- 10 Pumpkin Decorator tickets to the event.
- Mentions by DJ/band during the event.

FESTIVAL/SPECIAL AREA SPONSOR BENEFITS:

\$1000 Value

Naming to special areas will be assigned as they are created (i.e. Pumpkin Carving stations, Pumpkin Smash Station, etc.)

- Logo featured on website, posters, social media, email communications and event promotions as one of the Festival or Special Area Sponsors.
- Logo featured on complimentary tote bags given to each attendee.
- Opportunity for a 10' x 10' booth space at the event.
- Opportunity for giveaway items to be included inside tote bags.
- Opportunity to host coupon giveaways and promo codes through your business for tickets to the event.
- 5 Pumpkin Decorator tickets to the event.
- Mentions by DJ/band during the event.

SUPPORTING SPONSOR BENEFITS:

\$500 Value

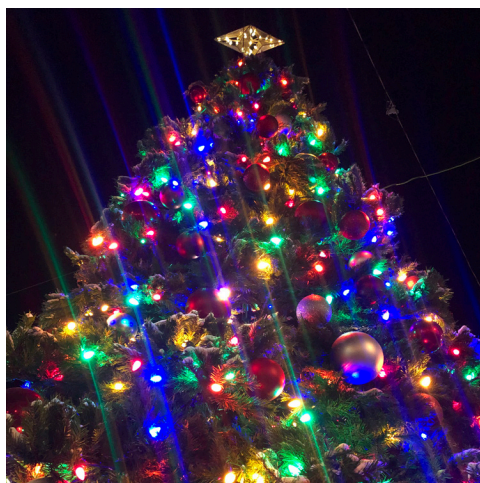
- Logo featured on website, social media and email communications as one of the Supporting Sponsors.
- Logo featured on complimentary tote bags given to each attendee.
- Opportunity for giveaway items to be included inside tote bags.
- 2 Pumpkin Decorator tickets to the event.
- Mentions by DJ/band during the event.

CONTRIBUTING SPONSOR BENEFITS:

\$250 Value

- Logo featured on website as one of the Contributing Sponsors.
- Logo featured on complimentary tote bags given to each attendee.
- Opportunity for giveaway items to be included inside tote bags.

FESTIVAL OF LIGHTS
· DOWNTOWN LOVELAND ·



Festival of Lights - Sponsorship Details

Event takes place Friday, November 17, 2023 from 5-8pm. Tree Lighting Ceremony at 7:30pm.

Our hometown tradition, *Festival of Lights* draws local crowds into the Loveland Downtown District to kick off the holiday season as 4th Street comes alive with a debut of festive lighting. The event includes an official downtown tree-lighting ceremony outside the historic Rialto Theater, live music and family entertainment on two stages, a holiday market, street performers, food and drink vendors, s'mores roasting stations, carriage rides, Santa and Mrs. Claus, and more! **ESTIMATED ATTENDANCE: 8000 PEOPLE**

PRESENTING SPONSOR BENEFITS:

\$3000 Value

Only one per business category accepted.

- Logo featured as Presenting Sponsor on event signage along 4th Street, including music and performance stages.
- Logo featured on website, posters, social media, email communications and event promotions.
- Opportunity for a 10' x 10' booth space at the event.

FESTIVAL SPONSOR BENEFITS:

\$1500 Value

Multiple sponsors accepted.

- Logo featured as Festival Sponsor on event signage along 4th Street, including music and performance stages.
- Logo featured on website, posters, social media, email communications and event promotions.
- Opportunity for a 10' x 10' booth space at the event.

ART & MUSIC STAGE SPONSOR BENEFITS:

\$1250 Value

Only one available.

- Logo featured as Art & Music Stage Sponsor on event signage for Art & Music Stage.
- Logo featured on website, social media, email communications and event promotions.
- Opportunity for giveaway at Art & Music Stage.

HOLIDAY SPIRITS SPONSOR BENEFITS:

\$1250 Value

Only one available.

- Logo featured as Holiday Spirits Sponsor on event signage for Holiday Spirits Area where beer & wine are sold.
- Logo featured on website, social media, email communications and event promotions.
- Opportunity for giveaway at Sales Tent where beverage tickets are purchased.

CARRIAGE RIDES SPONSOR BENEFITS:

\$1250 Value

Two available, one per wagon.

- Logo featured as Carriage Rides Sponsor on event signage for Carriage Rides Pickup Area and on one wagon.
- Logo featured on website, social media, email communications and event promotions.
- Opportunity for giveaway at Carriage Rides Pickup Area.

SAINT NICK SPONSOR BENEFITS:

\$1250 Value

Multiple sponsors accepted.

- Logo featured as one of the Saint Nick Sponsors on event signage for Santa Claus Area.
- Logo featured on website, social media, email communications and event promotions.
- Opportunity for giveaway at Santa Claus Area where kids meet and greet with Santa.

HOLIDAY CHEER SPONSOR BENEFITS:

\$750 Value

Multiple sponsors accepted.

- Logo featured as one of the Holiday Cheer Sponsors on event signage.
- Logo featured on website, social media, email communications and event promotions.
- Opportunity for giveaway at S'mores Stations or at Sales Tent where beverage tickets are purchased.

ENTERTAINMENT SPONSOR BENEFITS:

\$500 Value

Multiple sponsors accepted.

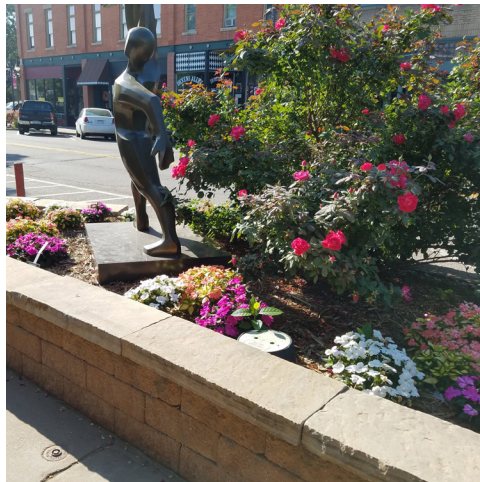
- Business name recognized as sponsor of a specific band or performer during the event.
- Logo featured on website, social media, email communications and event promotions as sponsor of said band or performer (i.e. "Sponsor of Blues Dogs Band" or "Sponsor of Loveland Choral Society").



4th Annual Scarecrow Scavenger Hunt

Multiple sponsors accepted. \$500 value.

Sponsor businesses will sponsor a scarecrow designed & created by a local artist that will be displayed at a high traffic location or your specific business. Signage will be included that designates your sponsorship. Your logo will be included on signage, our website & the scavenger hunt app. Scarecrows are in place for 15-17 days at the end of October.



Bloom'n Hearts of Downtown - Sponsorship Details

Multiple sponsors accepted. \$250 value.

In partnership with Loveland Youth Gardeners, we maintain over 50 flower pots, hanging baskets and planters throughout the downtown area each year through our ***Bloom'n Hearts of Downtown*** program. These beautiful arrangements provide color through summer and into the fall. Community sponsorships help provide new soil, fertilizer, watering and a variety of plant materials. Sponsor businesses are showcased with logo signage in the planters, signifying your contribution to this downtown beautification effort.

Downtown Business Alliance - Membership Benefits

See full DBA Membership packet for additional details.

LEVEL ONE

Recurring Subscription: \$10/month

-OR- One-Time Fee: \$100

Membership Swag & Welcome Kit

Proudly display your DBA member decal in a storefront window, entry door or at your checkout counter.

Website Member Directory

Customers will easily find your business information when searching for ways to shop, eat, and play downtown.

Discounted Co-op Advertising Opportunities

Take advantage of our group discounts for advertising in local print publications like newspapers and magazines.

Downtown Volunteer & Sponsor Opportunities

Increase your downtown presence and get involved by donating your time or sponsoring our events.

Social Media Posts & Content Sharing

Reach a wide local audience through our thousands of social media followers on Facebook & Instagram.

Facebook Event Co-hosting & Promotion

Get visibility on our page and spread the word about your downtown special events and happenings.

Featured in Loveland Hotel Promotional Sheet

Attract new visitors and tourists through our exclusive promotions inside Loveland area hotels.

Featured in Downtown Promotional Rack Card

Be included in our rack card available at the Loveland Visitors Center and various downtown businesses.

LEVEL TWO

Recurring Subscription: \$25/month

-OR- One-Time Fee: \$250

Receive all of the above Level One benefits, PLUS:

Enhanced Website Member Directory

Receive an enhanced listing with your logo prominently featured along with additional images, links and text.

Dedicated Social Media Posts (Quarterly)

We'll create custom content featuring your business and post on our pages to promote your products or services.

Featured DBA Meeting Presentation (Once Per Year by Request)

Be featured in a monthly meeting agenda to promote your business/event and give a 10-minute presentation.



For more information, please visit downtownloveland.org or contact:

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