



SPONSORSHIP OPPORTUNITIES

A Little History:

Loveland is committed to making its downtown area a social, cultural, and family friendly destination. The Loveland Downtown Partnership Business Alliance contributes to this commitment in a variety of ways, from sponsoring special events to providing business owners with networking and learning opportunities.

During a recent Alliance meeting a concern was raised about lighting in downtown alleys making them difficult to navigate at night, and for some downtown visitors a questionable safety risk. The city responded quickly with an inspection of alley lighting downtown, and has begun to address its infrastructure in positive ways, but there are still ways that individual business owners can enhance the lighting that is already in place. It was noted that the expense of such lighting and installation was a hindrance for some of the businesses.

Alliance member Franklin Taggart suggested that a special concert be presented in order to both raise community awareness, and to begin to establish a fund to cover these costs. A planning team was convened, and the Alley Lights Concert was born.

About the Event:

On March 28, 2018 at 6PM the Rialto Theater in Loveland will host the inaugural Alley Lights Concert featuring local music stars Dave Beegle, Wendy Woo, and Steve Manshel to light up the alleyways in Downtown Loveland. Proceeds from the concert will directly benefit downtown businesses who will install energy efficient lighting solutions on their buildings adjacent to downtown alleys.

Tickets for this special evening of great local music are \$25 each, and may be purchased at the Rialto box office, or online at <http://www.rialtotheatercenter.org/the-alley-lights-concert/>

We would love for you to become involved in this great fundraising opportunity! What a success it would be to have the ability to announce that ALL proceeds from ticket sales and donations the night of the event are going directly to the project!!

We are also open to modifying any sponsorship opportunity to fit your needs, please contact us for more information! -The Alley Lights Committee

Musician Sponsor:

- Cover the cost of one of the musicians
- 4 complimentary tickets to the concert
- 4 passes to the VIP Reception prior to the event
- Your logo or name recognized as a “Musician” Sponsor on the website, poster, program and materials for the concert.
- Optional table top display in lobby of Rialto theatre for reception prior to the concert.

Donation: \$500.00 to Loveland Downtown Partnership Alley Lights Event

“Illuminate” Sponsorship:

- Donation towards overall event costs
- 2 complimentary tickets to the concert
- 2 passes to the VIP Reception prior to the event
- Your logo or name recognized as an “Illuminate” level sponsor on the website, poster, program and materials for the concert.

Donation: \$250 to Loveland Downtown Partnership Alley Lights Event

“Shine” Sponsorship:

- Donation towards overall event costs
- Your logo or name recognized as a “shine” level sponsor on the website and program for the concert.

Donation: \$150 to Loveland Downtown Partnership Alley Lights Event

“Twinkle” Sponsorship:

- Donation towards overall event costs
- Your logo or name recognized as a “Twinkle” level sponsor on the website and program for the event.

Donation: \$50 to Loveland Downtown Partnership Alley Lights Event