2020 SPONSORSHIP OPPORTUNITIES

LOVELAND DOWNTOWN DISTRICT
Loveland Downtown Partnership | Downtown Development Authority | Downtown Business Alliance
SPONSORSHIP OPPORTUNITIES

Increase your downtown presence with sponsorship opportunities that bring unique visibility to your business or organization.

WHO WE ARE:

The Loveland Downtown District is a nonprofit umbrella collaboration comprised of three 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 our 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’VE DONE:

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 galleries open art exhibits, retail shops stay open late and restaurants and breweries have specials and craft beer releases. Our One Sweet Summer event series is a highlight of the summer with activities and live music in The Foundry Plaza. 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.
Bloom’n Hearts of Downtown

Bloom’n Hearts of Downtown - $250
Many locations available.

The Loveland Downtown District oversees maintenance of over 50 flower pots, planters and hanging baskets throughout the downtown area through our Bloom’n Hearts of Downtown program. These beautiful arrangements are installed during a community planting day with assistance from a group of volunteers in early May. They provide color to our downtown throughout summer and into the fall. Through your sponsorship, you can help provide new soil, fertilizer, watering and a variety of plant materials for each of our planters. Sponsor businesses and organizations will be showcased with logo signage and messaging in the planters, signifying your contribution to this downtown beautification effort.
**DBA LUNCHEON - $500**

*Five available. Usual attendance is 50-75 people, last Wednesday of the month.*

Sponsor the monthly meeting of downtown businesses and stakeholders by hosting a Downtown Business Alliance Luncheon. Downtowners network and share information about happenings in their business, Loveland Downtown District staff give formal updates on developments in downtown and guest speakers provide timely topics of interest. As host of the meeting, sponsors will be prominently featured in our official email communications, have the opportunity to distribute promotional materials and be permitted to present to attendees for up to five minutes at the event. You don’t have to host at your business location, we can also work together to find an agreeable downtown venue for this well-attended get together. *In lieu of providing sponsorship for the luncheon, a downtown food & drink establishment can host the event and provide the lunch and beverage options in-house.*

**DBA BREAKFAST - $250**

*Five available. Usual attendance is 25-50 people, last Wednesday of the month.*

Sponsor the monthly meeting of downtown businesses and stakeholders by hosting a Downtown Business Alliance Breakfast. Downtowners network and share information about happenings in their business, Loveland Downtown District staff give formal updates on developments in downtown and guest speakers provide timely topics of interest. As host of the meeting, sponsors will be prominently featured in our official email communications, have the opportunity to distribute promotional materials and be permitted to present to attendees for up to three minutes at the event. You don’t have to host at your business location, we can also work together to find an agreeable downtown venue for this well-attended get together. *In lieu of providing sponsorship for the breakfast, a downtown food & drink establishment can host the event and provide the breakfast and beverage options in-house.*

**DOWNTOWN ON TAP - $400**

*Usual attendance is around 50 people, 2020 dates TBD.*

Sponsor an informal gathering of supporters and stakeholders by hosting our Downtown on Tap event where we meet up over a beverage to socialize and build community. Sponsor hosts will be prominently featured in our official email communications, have the opportunity to distribute promotional materials and be permitted to present to attendees for up to five minutes at the event. You don’t have to host at your business location, we can also work together to find an agreeable downtown venue. *In lieu of providing sponsorship, a downtown food & drink establishment can host the event by providing one drink on the house and light appetizers.*
ABOUT FESTIVAL OF LIGHTS
Friday, November 20th from 5-8pm. Santa at 5:30pm, Tree Lighting at 7:30pm.

We invite you to kick off the holiday season with our hometown tradition! Festival of Lights draws our local Loveland crowds into the Loveland Downtown District to watch 4th Street come alive with white lights on every tree. The event features a tree lighting ceremony outside Rialto Theater, live music and family entertainment on two stages, a beer garden, an art market, traditional holiday characters, street performers, food and drink vendors, a s’mores roasting station, Santa and Mrs. Claus, carriage rides and so much more! Festival of Lights embodies our community’s fun holiday traditions to build memories in our hearts that last a lifetime.
Festival of Lights

TITLE SPONSOR - Value TBD
Only one available. Additional opportunities will be customized to meet the goals of our Title Sponsor business.

• Exclusive Title Sponsor naming rights, i.e. “Your Business Festival of Lights”.
• Logo recognition as highest level presenting sponsor on event signage along 4th Street, including music & performance stages.
• Logo recognition on our website as well as in social media posts, email communications and event promotions.
• Opportunity for booth space at event.

PRESENTING SPONSOR - Valued at $3,000
Only one per business category accepted.

• Logo recognition as Presenting level sponsor on our event signage along 4th Street, including music & performance stages.
• Logo recognition on our website as well as in social media posts, email communications and event promotions.
• Opportunity for booth space at event.

FESTIVAL SPONSOR - Valued at $1,500
Multiple sponsors accepted.

• Logo recognition as a Festival level sponsor on our event signage along 4th Street, including music & performance stages.
• Logo recognition on our website as well as in social media posts, email communications and event promotions.
• Opportunity for booth space at event.

ART & MUSIC STAGE SPONSOR - Valued at $1,250
Only one available.

• Logo recognition as Art & Music Stage level sponsor on our event signage for Art & Music Stage.
• Logo recognition on our website as well as in social media posts, email communications and event promotions.
• Opportunity for giveaway at Art & Music Stage area.

HOLIDAY SPIRITS SPONSOR - Valued at $1,250
Only one available.

• Logo recognition as Holiday Spirits level sponsor on our event signage for Holiday Spirits area where beer & wine are sold.
• Logo recognition on our website as well as in social media posts, email communications and event promotions.
• Opportunity for giveaway at sales tent where beverage tickets are purchased.
CARRIAGE RIDES SPONSOR - Valued at $1,250

Two available, one per each wagon.

- Logo recognition as a Carriage Rides level sponsor on our event signage for Carriage Rides pickup area and on one wagon.
- Logo recognition on our website as well as in social media posts, email communications and event promotions.
- Opportunity for giveaway at Carriage Rides pickup area.

SAINT NICK SPONSOR - Valued at $1,250

Multiple sponsors accepted.

- Logo recognition as a Saint Nick level sponsor on our event signage for Santa Claus.
- Logo recognition on our website as well as in social media posts, email communications and event promotions.
- Opportunity for giveaway at Santa Claus station where kids meet and greet with Santa.

HOLIDAY CHEER SPONSOR - Valued at $500

Multiple sponsors accepted.

- Logo recognition as a Holiday Cheer level sponsor on our event signage.
- Logo recognition on our website as well as in social media posts, email communications and event promotions.
- Opportunity for giveaway at sales tent where beverage tickets are purchased or s’mores stations.

ENTERTAINMENT SPONSOR - Valued at $250

Multiple sponsors accepted.

- Business name recognized as sponsor of a specific band or performer during the event.
- Logo recognition on our website as well as in social media posts, 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”.

FESTIVE BUSINESS SPONSOR - Value TBD

Multiple sponsors accepted. Value TBD of volunteer time, cash donation and/or in-kind trade.

- Local downtown businesses that would like to support the event via time, cash donation or in-kind trade.
- Logo or name recognition on our website as well as mentioned in social media posts as a supporter of the event.
- Dedication of time and efforts for your business to remain open during Festival of Lights evening.
HALLOWEEN FESTIVAL - Value TBD

Multiple sponsors accepted. October 2020 in The Foundry Plaza.

Stay tuned - more details coming soon! With similar sponsorship opportunities as our Festival of Lights event, we’ll be hosting a downtown Halloween Festival in The Foundry Plaza featuring food and drink vendors, costumes, pumpkins, kids activities and more. Along with other fun and events like businesses participating in trick-or-treating, the Harrington Arts Haunted House and the Loveland Zombie Crawl, Halloween in downtown is sure to be a safe and exciting celebration!
For more information, please visit downtownloveland.org or contact Abby Powell:

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