



2024

2024 BERTHOUD RECREATION SPECIAL EVENT & FACILITY SPONSORSHIP PACKAGES

As part of the Town of Berthoud, the Berthoud Recreation Center offers a variety of activities for people of all ages. With a focus on health and wellness, Berthoud Recreation Center strives to provide its community with the best facilities and programs.



Berthoud Recreation is committed to building a solid community for businesses to thrive. We believe we are the hub of the Town of Berthoud.

With Berthoud Recreation's sponsorship program, you will gain exposure to a diverse customer base, including residents of all ages and visitors from surrounding areas. You can advertise your business and support a valuable community resource simultaneously.

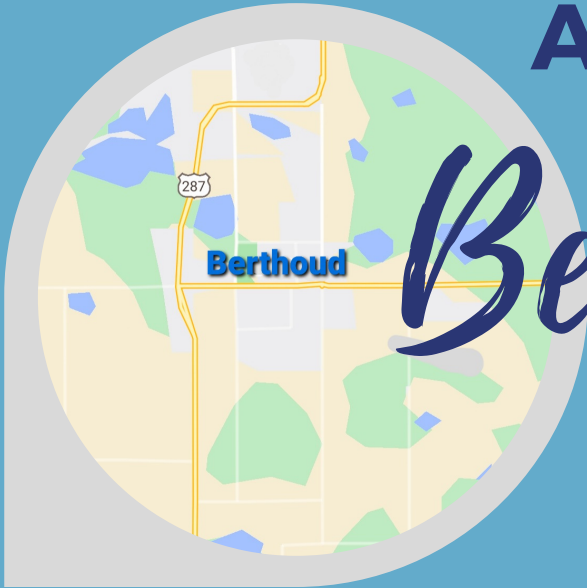
Looking for creative ways to build brand loyalty in Berthoud? Are you hoping to position your company as a community leader? Berthoud Recreation has many opportunities for your business to be a hometown champion. Join us today and take advantage of this fantastic opportunity!

Berthoud Recreation | (970) 532-1600 | Berthoud.org

TOWN OF BERTHOUD

A LOOK AT

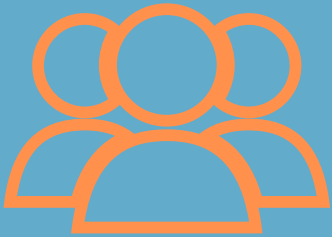
Berthoud



Partner With Us

Today, Berthoud is a bustling community with a quaint downtown, boutique shops and excellent schools and amenities that make it attractive to residential and commercial development.

Centrally located between Fort Collins and Denver along the fast-growing I-25 corridor, Berthoud is quickly becoming a destination for recreation at every demographic level with the bike park, skate park, and pickleball courts.



14,174

Total Population



10% Annual
Growth Rate



40 Years

Tree City USA



Recreation Center
56,000-sq/ft facility

39

MEDIAN
AGE

\$114 K

Average
Household
Income



BERTHOUD RECREATION SPONSORSHIP LEVELS

- ESTIMATED RECREATION CENTER MONTHLY ATTENDANCE 13,000
- 5,000+ QUARTERLY BROCHURE VIEWS
- 5,500+ MONTHLY E-NEWSLETTER SUBSCRIBERS
- 7,500+ SOCIAL MEDIA FOLLOWERS

Recreation Center Sponsor \$3500 (three available)

Benefits

(Valid for one year, completed payment must be received by Jan 31)

- Business Sponsor (Select One) North Court, South Court, or Bouldering Wall for one year
- 55" REACH TV Screen advertisement inside Berthoud Recreation Center
- Quarterly promotional material placed inside Berthoud Recreation Center
- Business spotlight in one brochure/activity guide
- Business spotlight in one Berthoud Recreation E-Newsletter
- Business name/logo on all printed and digital Berthoud Recreation receipts for one year

All Star Sponsor \$2200 (valid for one year)

Benefits

- Sponsor four youth sports teams (one per season)
- 55" REACH TV Screen advertisement inside Berthoud Recreation Center
- Business spotlight in one brochure/activity guide
- Business spotlight in one Berthoud Recreation E-Newsletter
- One social media post spotlighting the company and their online marketplace

Champion Sponsor \$1200 (valid for one year)

Benefits

- Sponsor one youth sports team
- Company feather flag displayed at Waggener Farm Park athletic field
- Company banner (2x3) displayed at Town athletic field
- Company logo on teamsideline.com and company name on all game schedules

JULY 3RD FESTIVAL

- WEDNESDAY, JULY 3, 2024
- 4PM - 9PM, FIREWORKS AT DUSK
- ESTIMATED ATTENDANCE 9,000

July 3rd is an annual celebration of our country's strength, resilience, and commitment to our local community. This event provides a variety of family-friendly activities, including inflatables, games, food trucks, live music, and even a beer garden. With more than 9,000 visitors attending, it's the perfect opportunity for businesses to shine. Don't forget the highlight of the night - a spectacular fireworks display at dusk, with the best views in town. Prior approval is required for all marketing materials created by sponsors.

Benefits

Fireworks Sponsor \$7500 (one available)

- "Fireworks presented by the Town of Berthoud and your business name" 3 announcements
- Receives all benefits listed in the Freedom and Patriot packages

Benefits

Entertainment Sponsor \$3000 (unlimited)

- Sponsor all of the entertainment for the event
- Business name/logo placement in front of entertainment areas and all social, print, and digital marketing material for the event
- Receives all benefits listed in the Freedom and Patriot packages

Benefits

Freedom Sponsor \$1000 (unlimited)

- Receive all benefits in the Patriot package
- Business name/logo and link on the Town of Berthoud website event page
- Business name/logo printed in a local news ad
- Business name/logo on all social, print, and digital marketing material for the event
- Business name/logo included in monthly newsletter leading up to the event
- Event booth space

Benefits

Patriot Sponsor \$500 (unlimited)

- Business name/logo placement on all print, and digital marketing material
- Recognition through social media
- Business name/logo and link on the Town of Berthoud website event page



SPECIAL EVENT SPONSORSHIP LEVELS

- RECREATION CENTER ESTIMATED MONTHLY ATTENDANCE 13,000
- 5,000+ QUARTERLY BROCHURE VIEWS
- 5,500+ MONTHLY E-NEWSLETTER SUBSCRIBERS
- 7,500+ SOCIAL MEDIA FOLLOWERS

The Town of Berthoud offers sponsorship opportunities for our annual special events. There are three levels businesses can choose from: Title sponsors will receive naming rights, unique marketing during the event, and a large logo on all printed and digital marketing material for one event. Partner sponsors will choose four events to sponsor and receive all the benefits listed in the partner package and a logo on all printed and digital marketing materials. Individual partner sponsors will choose one event and receive all benefits listed in the partner package. Prior approval is required for all marketing materials created by sponsors.

Benefits

Title Sponsor \$475 (one per event)

- Headliner of the event “ Event name presented by Town of Berthoud and your business name”
- Business name/logo in seasonal brochure marketing the event
- Receive all benefits in the Partner package

Benefits

Partner Sponsor \$1000 (choose four events)

Individual Sponsor \$350 (choose one event)

- Business name/logo and link on the Town of Berthoud website event page
- Business name/logo advertised on REACH TV for a minimum of 30 days
- Business name/logo on all print, and digital marketing material
- Business name/logo displayed on event sign: A-Frame placed inside Berthoud Recreation Center
- Display pre-approved promotional material at partner sponsor table
- Post event social media post thanking event sponsors



SPECIAL EVENTS

- 16 SPECIAL EVENTS EVERY YEAR
- ANNUAL INCREASE OF 10% IN AVERAGE EVENT ATTENDANCE
- ANNUAL INCREASE OF 10% IN MARKETING ENGAGEMENT

*estimated attendance based on past events

2024 CALENDAR

JANUARY

- Glow Swim
January 6, 2024
Participants- 150
- Kids After Dark
January 27, 2024
Participants- 100

MARCH

- Kids After Dark
March 9, 2024
Participants- 100
- Nerf Mania
March 23, 2024
Participants- 82

APRIL

- Spring Craft Fair
April 13, 2024
Participants- 1000
- Skate-A-Palooza
April 27, 2024
Participants- 50

JUNE

- Summer Concert Series
June 6, 2024
Participants 250
- Family Campout
June 8, 2024
Participants- 85
- Summer Day Camps
June 10, 2024
Participants- 150

JULY

- July 3rd Festival
July 3, 2024
Attendance 9,000
- Kids After Dark
July 20, 2024
Participants- 100

AUGUST

- Summer Sizzler Concert
August 8, 2024
Participants- 250

SEPTEMBER

- Father Daughter Dance
September 21, 2024
Participants- 188

OCTOBER

- Kids After Dark
October 12, 2024
Participants- 100
- Zombie Fun Run
October 19, 2024
Participants- New

DECEMBER

- Winter Craft Fair
December 7, 2024
Participants- 1000
- Cocoa With Claus
December 8, 2024
Participants- 250

