

2024

SPONSORSHIP OPPORTUNITIES



Reflections from our Executive Director

2023 has proven to be a year of consistent growth, collaboration, and focus.

We have seen a continued increase in program participants and general access. This expansion of patron interest and facility use has prompted us to attempt to maximize space and opportunities within current structures and community partnerships.

As participation trends upwards, space isn't increasing at a similar rate, resulting in pressures on building usages, customer experiences, and the need for expansion and growth. Creative initiatives, best usage of existing spaces, and the ability to try new ideas lead to positive results within the Recreation Center, newly remodeled Community (Active Adults) Center, Gymnastics Center, and outdoor programming.

Collaboration within the community and partnership with local governmental agencies has allowed for maximum usage of parks and athletic fields, a drastic transformation of our space for programming that supports the older active adults within the community, and relationship building between staff and elected officials. Without such widespread efforts, the current services would be hindered, and product offerings minimized.

This year, prioritization was placed on "taking care of what we have" by being internally strong, and externally focused. Staff development and retention through professional development and growth has helped generate a robust professional staff who genuinely care about the community and are enthusiastic about being engaged in District goals and vision. Best usage of District facilities and spaces has also increased the ability to serve the community in a safe, clean, and desirable environment.

Increased efforts towards the community's overall awareness of the District will remain a key pillar of success - especially as the District continues to address the evolving desires and growth of our community, and our need to provide additional amenities to meet that need.

2023 had many successful stories, projects, programs, events, connections, and opportunities for the District to be very proud of – I know that I am!



DEAN RUMMEL
CVPRD Executive Director



CVPRD by the Numbers

CVPRD is growing and so are our numbers. Check out how many community members are participating in all of our activities!



25,151
Group Fitness Participants



1,536
Swim Lesson Participants



82
Adult Sports Teams



2,901 Youth Sports Participants | **278** Volunteer Coaches



4,767 Gymnastics Participants | **1,821** Gymnastics Class Participants



1,138
SilverSneakers Participants



728
Active Adult Event Participants



536
Youth Program Participants

Membership Growth



18,438
District Memberships



5,221
Active Adult Memberships



514
Renew Active Memberships

District Facilities

182,709 VISITS IN 2023 TO CVPRD FACILITIES:

The Recreation Center houses fitness, weights, a full service gymnasium, an aquatics center, and Kid Zone



The Community Center houses Active Adults, SilverSneakers, Fitness programs, and Community Events.



The Gymnastics Center hosts open gym, gymnastics classes, team competitions, and private events.





DISTRICT PARTNER

\$10,000

Companies that become a District Partner support the District's mission of engaging the community, enhancing life, and encouraging play. By partnering with the District you demonstrate your involvement in the community. Benefits include:

- One company-provided banner hung in the recreation center gymnasium for one year
- One company-provided banner hung in the gymnastics center gym for one year
- One company-provided banner (3' H x 6' W) hung at Frederick Softball Field from April - October
- One TV slide to play on lobby TV at the recreation center 125 - 200 times per day for one year
 - *Graphic may be changed out every 3 months*
- Sponsorship recognition at the Somebody Special Dance, Community Social and Holiday Marketplace
- Logo on sponsor page of www.cvprd.com for one year
- Sponsorship of one individual youth or adult sports team

SCHOLARSHIP PROGRAM

Carbon Valley Parks and Recreation District's recreation scholarship program was designed to help make recreation services more accessible to community members who may not have the opportunity to participate due to financial limitations. Your support of the scholarship program will help create a healthier, more vibrant community for all.

\$1000

Platinum Sponsor

- Logo prominently displayed in scholarship ad in activities guide mailer with recognition as a Platinum Sponsor of the scholarship program
- Logo displayed on CVPRD website as a Platinum Sponsor of the scholarship program for 1 year
- Complimentary booth space at the Holiday Marketplace or other Recreation event of choice

\$500

Gold Sponsor

- Logo displayed in scholarship ad in activities guide mailer with recognition as a Gold Sponsor of the scholarship program
- Logo displayed on CVPRD website as a Gold Sponsor of the scholarship program for 1 year

YOUTH SPORTS SPONSORSHIP

Youth sports sponsorship dollars help offset the cost of facility rentals for gym time, insurance, equipment, awards, officials, uniforms, and it enables us to keep registration fees as low as possible.

Sport	Age	Season	Sponsorship Deadline	Participants	Price
Baseball	4 - 14 years	May - July	March 15	200	\$750
Basketball	4 - 7 years	February - March	January 3	200	\$750
Basketball	3rd - 6th grades	November - January	January 3	200	\$750
Football	4 - 12 years	September - October	August 10	125	\$750
Soccer (spring)	4 - 14 years	March - October	August 10	400	\$1500
Soccer (fall)	4 - 12 years	September - October	August 11	400	1500
Softball (spring/summer)	7 - 14 years	April - July	February 23	125	\$750
Softball (fall)	7 - 14 years	August - October	July 20	125	\$750
Volleyball	8 - 14 years	August - October	August 10	125	\$750

Sponsor Benefits

- Sponsor logo printed on the jerseys of all teams in one sport (sport selected by the sponsor)
- Sponsor logo and thank you posted on the sponsored sport's page at www.cvprd.com during the season
- Sponsor logo posted on www.cvprd.com sponsor page



Individual Team Sponsorship

Sponsor Benefits

Sponsor's logo printed on the jerseys of one team (team selected by sponsor).



SPECIAL EVENTS SPONSORSHIP

Somebody Special Celebration

This family dance and fun event is for CVPRD youth and their special adult parent, guardian, or relative. It is a unique opportunity to get your business name in front of multiple generations and to support community and family in healthy fun!



Logo on all marketing materials distributed in CVPRD facilities and local businesses	●	
Logo on quarterly mailer (approximately 17,000 copies)	●	
Company logo on CVPRD web page with a link to your corporate website	●	
Mention in minimum of three social media blasts	●	
Recognition as Sponsor in email blasts to past and present participants	●	
Logo on event lobby slides in recreation and senior centers	●	
Opportunity to place promotional items in 400+ gift bags	●	
Opportunity to place sponsor sign on specific activity booth (IE: DJ or Photo booth)	●	●
Complimentary banner at the celebration event	●	●
Sponsor thanked publicly during event welcome announcements	●	●
Eight complimentary event tickets	●	●

We are always in need of in-kind contributions such as bags, gift certificates or merchandise to be given away as prizes or inserted in swag bags, screen printing of T-shirts or banners, food and drink for our hard-working volunteers and participants, and much more. We welcome the opportunity to work with you to create an in-kind sponsorship package tailored to fit your company's needs.

Community Social

TBD 2024 | 7 - 9 pm



Community Block Party and Free Rec Day

Sponsor Benefits

- Logo on event marketing materials
- Logo included on lobby slides at recreation and gymnastics and community centers
- Logo with link on website
- Sponsor recognized in social media posts and promotions
- Sponsor recognized and thanked during announcements
- Sign with logo at the event
- Sponsor thanked in pre-event email sent to participants
- Photo gallery of event on website

Holiday Marketplace

Sunday, November 3, 2024 9 am - 2 pm



Approximately 3,000 people get a head start on their holiday shopping at the annual Holiday Marketplace. The event features more than more than 60 craft and home-based business vendors selling a variety of items from jewelry to holiday decor and everything in between. -- It's the perfect place to find a unique gift for everyone on your list!

Sponsor Benefits

- Logo on event marketing materials
- Logo on ad in activities guide
- Logo included on lobby slides at recreation center
- Booth at the event
- Logo with link on website
- Sponsor recognized in social media posts and promotions
- Sponsor recognized and thanked during announcements at the event
- Sponsor recognized in pre-event email



CAMP SPONSORSHIP

\$1000

In 2019, Carbon Valley Parks and Recreation District launched Carbon Valley Camp, a weekly summer day camp for youth ages 5 - 13 and in 2022, we hosted a November camp over holiday break. Enthusiasm and attendance at our camps has been growing! Now, your business has the opportunity to connect to our camp families through sponsoring a youth camp in 2023. In 2023, CVPRD camps served over 300 young campers.

Sponsor Benefits

- Logo with a link on Carbon Valley Camp web page
- Logo on activities email, newsletter, and camp mailer (approximately 17,000 impressions)
- Logo on summer camp flyers (*displayed at CVPRD and St. Vrain Valley School district's website*)
- Sponsor recognized and thanked in welcome letter to parents

FACILITY BANNERS

Hang your company's banner at a CVPRD facility where it will be seen by thousands who are visiting for a class, sporting event, competition, tournament, special event, drop-in sports, a workout, and more.

Available Banner Locations & Quantities

- Frederick Softball Field (half-year only) 15
- Pool (10)
- Gymnasium (10)
- Senior Center (5)
- Gymnastics Center (10)
- Weight Room (5)

\$800

Half-year Placement

Sponsor selects any six consecutive months for banner to be displayed.

\$1500

Full-year Placement

Sponsor selects start date for banner to be hung for one consecutive year.

How to Become a Sponsor

Complete the attached sponsorship application and return it to Candice Berglund, Marketing and Communications Coordinator or complete online at: www.cvprd.com/2442/Sponsorship.

Candice Berglund, Marketing & Communications
cberglund@cvprd.com | 303-833-3660 ext 110



Sponsorship Request

Name of Business/Organization: _____

Contact: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-mail: _____

Signature: _____

Preferred Sponsorship: _____

Sponsorship Amount: _____

Please return application and payment to:

Carbon Valley Parks and Recreation District

Attn: Candice Berglund

701 5th Street

Frederick, CO 80530

Email application to: cberglund@cvprd.com