

# DOWNTOWN LONGMONT 2022 SPONSORSHIP OPPORTUNITIES

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LONGMONT CREATIVE DISTRICT &

LONGMONT DOWNTOWN DEVELOPMENT AUTHORITY

# \*CREATIVE DISTRICT SPONSORSHIP (2022)

## \$3,000

- Year-round logo recognition on Creative District kiosk posters (6)
- Year-round logo recognition on Creative District event e-mails (2x month - 5,500+ subscribers)
- Logo recognition at Creative District events such as Holiday Tree Lighting & Summer Concert Series
- Logo recognition on LDDA/Creative District website
- \*Can combine with Parklet Sponsorship for \$5,000 total



# WINTER WALKABOUT MUSIC SHOWCASE

## SATURDAY, FEBRUARY 5, 2022

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- 3<sup>rd</sup> Annual Multi-Venue Music Festival in Downtown Longmont
- One All-Inclusive \$30 Ticket
- Supports more than 130 local musicians
- 2020 stats
  - 750 Tickets Sold (Sellout!)
  - 16 venues, 55 performances
  - 75 Volunteers, 130+ musicians
- Available Sponsorships
  - Headliner Sponsor - \$2,000
    - Print, Digital, & In-Person recognition
  - Venue Sponsor - \$750-\$1,000
    - Print, Digital, & In-Person recognition
  - Afterparty Sponsor - \$1,000
    - Print, Digital, & In-Person recognition
  - Walkabout Supporter - \$500
    - Print & Digital recognition

# MONTHLY ARTS & CULTURE EVENT

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- March - December 2022
- Occurs the 2<sup>nd</sup> weekend of each month
- \$1,500 Title Sponsorship
  - Logo Inclusion - Flyers/Posters, Website
- ~\$500 One Time Project Sponsor
  - Host a local or visiting artist during the event for performance, project or installation art. Costs may vary





# CLEAN & GREEN ANNUAL CLEAN-UP VOLUNTEER EVENT

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- Half-Day Downtown Cleanup Event
- ~100 Volunteers Recruited Yearly, including sponsor network volunteers.
- Title Sponsor \$750
  - T-shirt, Newsletter & Online Recognition
- Food & Drink Sponsor \$250
  - T-shirt & Online Recognition
- Supplies Sponsor \$250
  - T-shirt & Online Recognition



# \*PARKLET SPONSORSHIP \$3,000 | MAY - OCTOBER 2022

- One double-sided sign on parklet railing along Main St.
  - One side faces traffic, other side faces pedestrians/patrons.
- Each sign is 1' tall x 4.5' wide
- Brushed aluminum sign with printed logo
- Parklet segments pictured here →
- \*Can combine with Creative District Sponsorship for \$5,000 total



# DOWNTOWN SUMMER CONCERTS

## 4 FRIDAYS IN JUNE, 2022

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- Beer Garden Sponsor - \$ 3,000 total
  - Print & Digital Logo Recognition
  - Logo printed on 21+ wristbands & signage
- Stage Banner - \$250 per night
- Booth/Vendor - \$150 per night
- Supports ~40 local musicians each year
- Avg attendance: 2,500-4,000 per night





# 2022 HOLIDAY EVENTS & PROMOTIONS

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- Winter Passport - \$2,000
  - ~1,000 entries received annually
- Tree Lighting - \$1,000
  - ~500 attendees
- Small Business Saturday - \$2,000
  - ~100+ small businesses supported
- Artist Sunday - \$500
  - ~20+ local artists supported

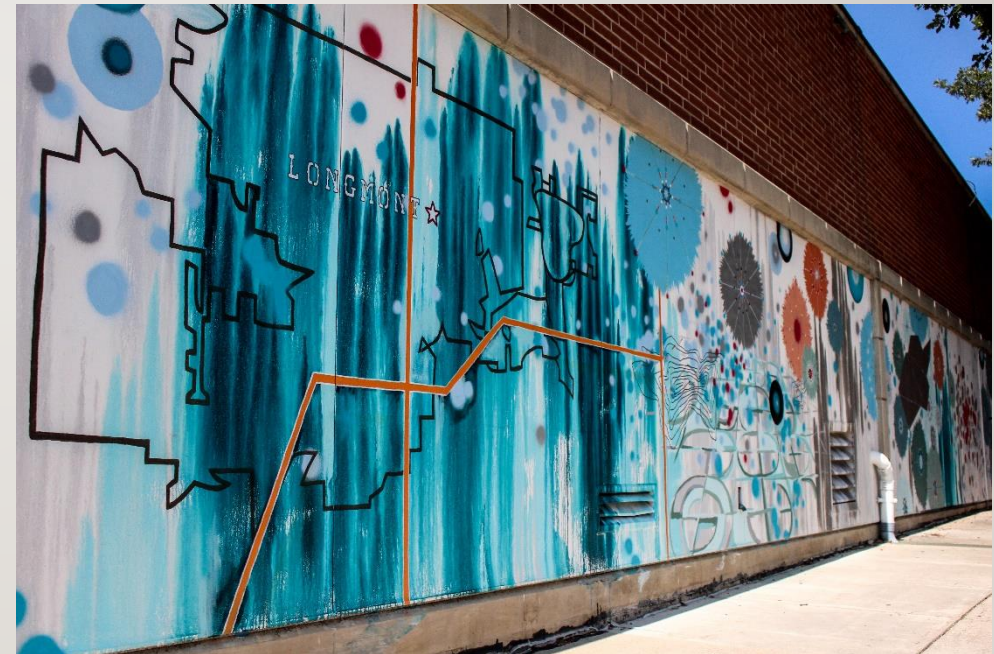




# SPECIAL PROJECTS

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- One-off project opportunities arise from time to time
- E.g. Murals, art installations, landscaping, decorative lighting, placemaking, etc.
- Let us know if you're interested in hearing when these pop up!



# CONTACT US!

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- Interested in exploring one or more of these opportunities? Want to explore a custom sponsorship idea?
- We're flexible and would love to help your organization meet its goals!
- Contact Colin Argys, Events & Marketing Specialist
  - [Colin.argys@longmontcolorado.gov](mailto:Colin.argys@longmontcolorado.gov)
  - 303-651-8750

