



**SPONSORSHIP
OPPORTUNITIES**



PARTNER WITH US

CONTACT

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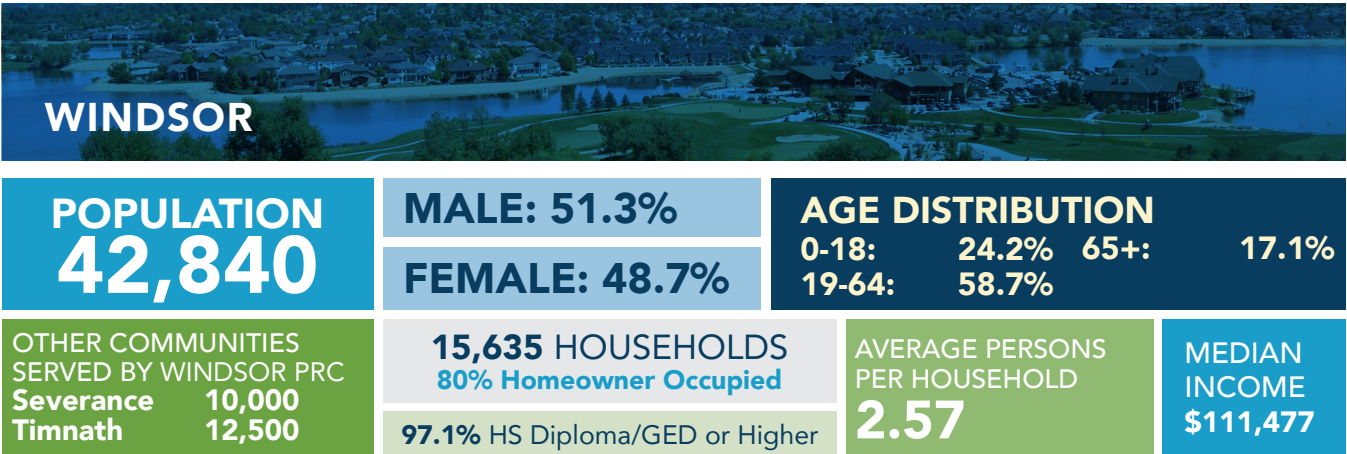
THE TOWN OF WINDSOR is a rapidly developing, unique community located in the heart of Northern Colorado. It is situated between the mountains and the plains where open sky meets towering peaks. Windsor is a place rich in opportunity as well as history, pre-dating the town's incorporation in 1890. The Windsor Parks, Recreation & Culture Department provides a wide variety of activities, community programs, and special events. These include youth and adult athletics, aquatics programming for all ages and abilities, education programs in art and STEM, fitness, drop-in activities and group excursions. Our special events draw the entire community, which truly provides a small-town feel! A few examples of those events are: Windsor Summer Concert Series and Cornhole League, Movies in the Park, Farmers Market, and the Cruise-In Car Show.

EVERY BUSINESS HAS A TARGET DEMOGRAPHIC, and we want to help you reach your target. In this packet, you will find sponsorship opportunities that are customized to those you are trying to reach. We have included items in each section that will help your business reach out to Windsor in our Community Recreation Center, as well as at our fields and other recreational locations, like Boardwalk Park and Chimney Park field.

AS A TOWN OF WINDSOR CORPORATE SPONSOR, your company is associated and aligned with an institution that has played a defining role in the Town of Windsor's cultural and recreational life. Our corporate sponsors receive exclusive benefits, like marketing opportunities with media exposure and direct reach to our Windsor residents. Civic-minded companies dedicated to giving back to the community can support the future of these programs, activities, and events while gaining exposure to our amazing community.

COMMUNITY SNAPSHOT

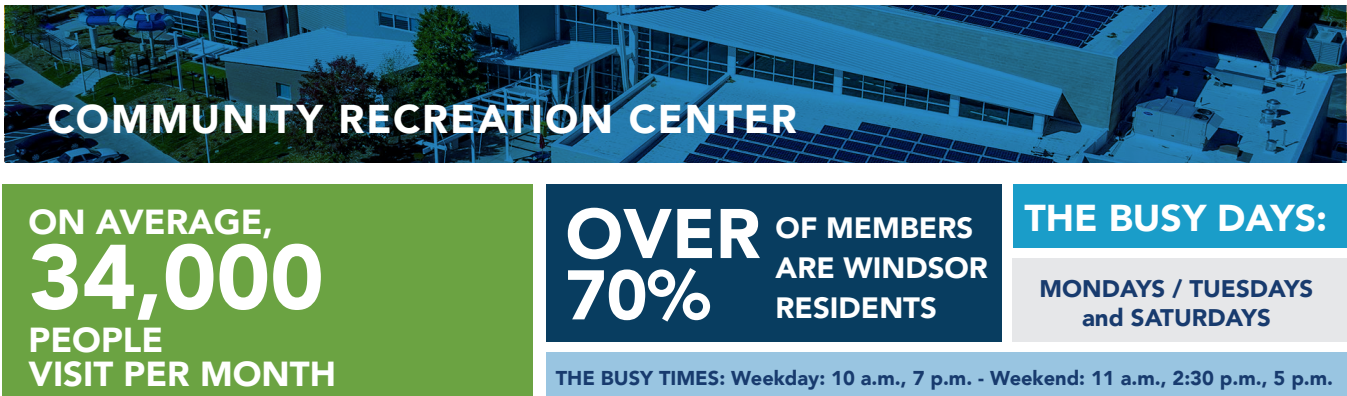
THE TOWN OF WINDSOR expanded the Windsor Community Recreation Center in October 2016. Since that expansion, Windsor residents have shown up in full force to take advantage of a wide range of programs and drop-in offerings. Not only does the town keep the community actively engaged and moving indoors, we do it outdoors too, using our baseball fields, soccer fields, parks, trails, outdoor pools, and community events throughout the year.



Source: Town of Windsor Community Profile 2023.



Sources: Facebook, Google Analytics.



FACILITY & PROGRAM SPONSORSHIPS

COMMUNITY RECREATION CENTER SPONSORSHIP

\$15K

1 AVAILABLE
(5 YEARS)
TITLE

\$10K

1 AVAILABLE
(3 YEARS)
PARTNER

\$5K

MULT. AVAILABLE
(2 YEARS)
MEMBER

\$2.5K

MULT. AVAILABLE
(1 YEAR)
PLAYER

Website Company Logo & Link	PRC Webpage	CRC Webpage	CRC Webpage	CRC Webpage
On-site Branding/Banners	Custom	Main Gym	Scoreboard	Senior Center or Fitness Lounge
Brochure/Pamphlet at CRC Front Desk	All locations	Front Desk	Fitness Center	Senior Lounge
Complimentary Guest Passes	20 per year	10 per year	5 per year	1 per year
Activity Guide Ad	Full page	Full page	Half Page	Quarter Page
Recreation Lives Here Radio Mentions	✓	✓		
Complimentary Room Rental	4 per year	2 per year	1 per year	
Rotating Sponsor Ad on Digital Screens at CRC	✓	✓	✓	
Press Release to Announce Partnership	✓	✓		



406,006

PEOPLE VISITED THE CRC IN 2023



Customizable Sponsorship Opportunities Available



AQUATICS SPONSORSHIP

Town of Windsor Aquatics encompasses four facilities including the pool at the Windsor Community Recreation Center, Chimney Park Pool, Windsor Lake and the Eastman Park River Experience.

2,500 SWIM LESSONS HELD IN 2023



2,300 BOAT RENTALS AT BOARDWALK PARK IN 2023.

2,100 TUBE RENTALS AT EASTMAN PARK IN 2023.



CHIMNEY PARK POOL 2023 ATTENDANCE **16,065**



	Aquatics Page	Indoor Pool Page	Chimney Park Pool Page	Windsor Lake Page	Eastman Park River Experience Page
Logo and Link	Aquatics Page	Indoor Pool Page	Chimney Park Pool Page	Windsor Lake Page	Eastman Park River Experience Page
Onsite Branding / Brochures	All 4 Facilities	Community Recreation Center	Chimney Park Pool	Boardwalk Park	Eastman Park
Complimentary Admissions Passes	20 to any location	20 per year	10 per year	5 Boat Rental Tokens	5 Tube Rentals
Activity Guide Ads	Full Page Ad, 3 Per Year	Half Page Ad, 3 Per Year	Half Page Ad, 3 Per Year	Quarter Page Ad, 3 Per Year	
Press Release to Announce Sponsorship	✓	✓	✓		
Complimentary Party Rental	1 at All Locations	1 at Community Recreation Center	1 at Chimney Park Pool		
Logo on Swim Instructor Shirt	✓	✓	✓		
CRC Membership (Annual Adult)	2	1			
Rotating Sponsor Ad on Digital Screen	✓	✓			
Chimney Park Pool Membership (Up to 4 people)	1				

Customizable Sponsorship Opportunities Available



REIMAGINE WINDSOR

BUILD. PLAY. THRIVE.

Reimagine Windsor is the Town's citizen-supported philanthropic effort that supports meaningful investments in our community. This non-partisan program is built on the values of transparency, trust, and honoring donor intent.

POTENTIAL PROJECT IDEAS:

This personalized approach to philanthropy allows the Town to respond to strategic priorities and community needs that fall outside the town budget but are good candidates for community funding.



- WINDSOR ICE SKATING RINK
- SPLASH PAD
- DOG PARKS
- PUBLIC ART PROJECTS
- MUSEUM BUILDINGS
- HALFWAY HOMESTEAD



TOWN OF
WINDSOR
PARKS, RECREATION
& CULTURE

Recreation
LIVES HERE



WANT TO LEARN MORE ON HOW TO DONATE?
recreationliveshere.com/Sponsorships



COMMUNITY ART SPONSORSHIP

The Windsor Arts Commission (WAC) is dedicated to making Windsor a more beautiful place to live. With an ever-growing collection of public artworks and year-round art events, WAC reaches thousands of Windsor community members each year. Their most popular event series, Art LIVE!, connects local artists to the

community by creating opportunities for Windsor residents to watch the creative process unfold live. WAC hosts five to seven Art LIVE! events every year, and each one provides an opportunity to engage with community members.

Not seeing a sponsor level that interests you? We are always looking for donations!

	<div>\$6K</div> <div>1 AVAILABLE</div>	<div>\$4K</div> <div>3 AVAILABLE</div>	<div>\$2K</div> <div>MULT. AVAILABLE</div>
Logo & Link on Public Art Webpage	✓	✓	✓
Logo on Print Advertisements	✓	✓	
Art LIVE! Booth Presence	4 per year	2 per year	1 per year
Logo on Art LIVE! T-Shirts	✓		
Press Release to Announce Sponsorship	✓		



Customizable Sponsorship Opportunities Available



PARKS, OPEN SPACE, & TRAILS SPONSORSHIP

The Town of Windsor’s Parks, Open Space, and Trails (POST) system is extensive and well used. There are 28 parks spanning more than 300 acres, 40 miles of trail, and 400 acres of public open space across our community.

From Windsor Lake to the Poudre Pooch Park, our POST system is utilized year-round with our active community that engages daily outside in Windsor!

	<div>\$7.5K</div> <div>TITLE 1 Available (3 Years)</div>	<div>\$3.5K</div> <div>PARK 3 Available (2 Years)</div>	<div>\$1K</div> <div>TRAIL Multiple Available (1 Year)</div>
Company Logo & Link on Website	Open Space & Trails Page	Open Space & Trails Page	Trails Page
On-site Branding & Banners	Custom	Park Signs	Tree Board Calendar
Complimentary Shelter Rental	4 per year	2 per year	1 per year
Activity Guide Ad	Half Page	Quarter Page	
Press Release to Announce Partnership	✓		

PARKS AND TRAILS ADOPTION PROGRAM Want to make a difference as a volunteer? Adopt a park or trail today and help keep Windsor’s outdoor spaces clean and accessible for everyone! Adopting a park or trail includes weeding, removing litter, replacing dog bags and other light maintenance. Contact Volunteer Coordinator Madeline Cheek at 970-388-5199 or mcheek@windsorgov.com to learn more.

388,000
PEOPLE USED WINDSOR TRAILS IN 2023.



Customizable Sponsorship Opportunities Available



YOUTH PROGRAMMING SPONSORSHIP

The Windsor Community Recreation Center offers many opportunities to the youth of Windsor including a licensed day camp, Safe Routes to school program, Preschool open gym, and so much more! Serving families with kids from 0-12 years old.

Not seeing a sponsor level that interests you? We are always looking for donations!

	<div>\$7K</div> <div>1 AVAILABLE DIRECTOR</div>	<div>\$3.5K</div> <div>2 AVAILABLE MANAGER</div>	<div>\$1K</div> <div>MULT. AVAILABLE COUNSELOR</div>
Logo & Link on Youth Programming Webpage	✓	✓	✓
Facility Logo Inclusion	Vehicle	Window Decal	
Logo on Staff T-Shirts	✓	✓	
Activity Guide Ad	Half Page Ad, 1 Per Year	Quarter Page Ad, 1 Per Year	
Logo on Registration Receipts	✓		
Press Release to Announce Sponsorship	✓		

IN 2023...
CAMP WINDSOR SERVED 1,275 CHILDREN
PRESCHOOL OPEN GYM SERVED 2,500 CHILDREN
SAFE ROUTES TO SCHOOL SERVED 1,000 STUDENTS



Customizable Sponsorship Opportunities Available



ATHLETICS SPONSORSHIP

Windsor Athletics is a large part of the Town of Windsor Parks, Recreation & Culture Department. These programs and sports are played throughout our facilities, as well as on our baseball and soccer fields.

This sponsorship is perfect for the company looking to align with the budding athlete and active families in Windsor.

	<div>\$20K</div> <div>TITLE</div> <div>1 AVAILABLE (5 YEARS)</div>	<div>\$15K</div> <div>MVP</div> <div>1 AVAILABLE (3 YEARS)</div>	<div>\$10K</div> <div>HOME RUN</div> <div>2 AVAILABLE (2 YEARS)</div>	<div>\$5K</div> <div>ASSIST</div> <div>MULT. AVAILABLE (1 YEAR)</div>
Company Logo & Link on Website	All	Sports & League Pages	Youth Sports Webpages	Team Sideline
Activity Guide Ad (3 per year)	Full Page	Full Page	Half Page	Quarter Page
Digital Advertisements	All	Parent/Coaches Meetings	CRC Screens	CRC Screens
On-site Branding & Banners	All	CRC Gyms	Chimney Park Ballfields	
Sponsor Brochure/Flyer	All Locations	CRC Front Desk	Chimney Park Ballfields	
Company Logo Inclusions	Custom	Coaches Shirts	League Champion Shirts	
Complimentary Field Rental	4 per year	2 per year	1 per year	
Complimentary Youth Sport Registration	4 per year	2 per year	1 per year	
Recreation Lives Here Radio Mentions	✓	✓	✓	
Press Release to Annouce Partnership	✓	✓		

7,240 YOUTH AND ADULTS PARTICIPATED IN WINDSOR ATHLETICS IN 2023.



Customizable Sponsorship Opportunities Available



PICKLEBALL SPONSORSHIP

The fastest growing sport in the nation is in Windsor! We have pick up pickleball games at two locations: the Windsor Recreation Center and the outdoor courts at Main Park, with future courts coming to Windsor Highlands Park in 2024.

Not seeing a sponsor level that interests you? We are always looking for donations!

	<div>\$5K</div> <div>1 AVAILABLE</div>	<div>\$2.5K</div> <div>2 AVAILABLE</div>	<div>\$1K</div> <div>MULT. AVAILABLE</div>
Logo & Link on Active Adults Webpage	✓	✓	✓
On-site Branding & Banners	Custom	Main Park	✓
Logo in Email Blast to Pickleball Club	✓	✓	
Rotating Sponsor Ad on Community Recreation Center Screens	✓		
Logo on Community Recreation Center Main Gym Scoreboard (Provided by Town of Windsor)	✓		
Complimentary Pickleball Rental / Tournament Host	✓		
Press Release to Announce Sponsorship	✓		

PICKLEBALL PARTICIPATION

3,327

PEOPLE AT INDOOR
PICKLEBALL IN 2023

1,000

OUTDOOR PICKLEBALL PLAYERS
PER MONTH



Customizable Sponsorship Opportunities Available



VOLUNTEER EXPERIENCE SPONSORSHIP

The **Windsor Volunteer Experience** is a new program that seeks to build a spirit of community service in the Town of Windsor. Sponsors get to share in that mission by demonstrating their support.

Begin to **engage** the community in volunteerism by contributing to the start-up costs of the program launch and volunteer recruitment. Truly **elevate** the program by contributing to the growth of new opportunities and events. Your support will **empower** volunteers to take

on leadership roles and further expand what the Town of Windsor can offer to the community.

As a new program, the Windsor Volunteer Experience will see meaningful growth and heavy promotion over the next several years. Volunteer opportunities will take place across Town of Windsor amenities and support a range of community events. We would like to invite you to **build community engagement** with a robust local volunteer program.



	<div>\$12K</div> <div>1 AVAILABLE (5 YEARS) TITLE</div>	<div>\$7.5K</div> <div>3 AVAILABLE (3 YEARS) EMPOWER</div>	<div>\$4.5K</div> <div>5 AVAILABLE (3 YEARS) ELEVATE</div>	<div>\$2K</div> <div>MULT. AVAILABLE (ANNUAL) ENGAGE</div>	<div>\$500</div> <div>MULT. AVAILABLE TEAM BUILDER</div>
Logo Inclusion on 'Made possible by' Banner at all Volunteer Events	✓	✓	✓		
Logo and Link on Volunteer Webpage, Volunteer Portal, and E-Newsletter	✓	✓	✓	✓	
Logo Included on Rack Card	✓	✓	✓	✓	
Logo Inclusion on Volunteer T-Shirts	✓	✓	✓		
Logo on REACH Digital Ads at CRC	✓	✓	✓		
Opportunity to Distribute Marketing Materials	✓	✓	✓		
Logo Inclusion on Volunteer Event Check-In Tablecloth and Signage	✓	✓			
Activity Guide Ads (3 per year)	Full Page Ad	Half Page Ad	Quarter Page Ad		
WCVD Series 'Presented By' Status	✓	✓			
Volunteer Week 'Presented By' Status	✓	✓			
Complimentary Private Corporate Teambuilding Volunteer Experience	✓	✓			
Industry Exclusivity	✓				
Equipment Trailer Vinyl Wrap	✓				
					Socially Responsible Corporate Experience

Customizable Sponsorship Opportunities Available



ARCHERY RANGE SPONSORSHIP

2023's newest addition to the park system was the grand opening of the expanded Archery Range. The new range includes 14 lanes at different distances, two elevated platforms and an entire 3D target range.

<i>Not seeing a sponsor level that interests you? We are always looking for equipment donations!</i>	<div>\$3K</div> <div>1 AVAILABLE RANGE</div>	<div>\$1.5K</div> <div>9 AVAILABLE LANE</div>	<div>\$500</div> <div>MULT. AVAILABLE TARGET</div>
Logo & Link on Archery Range Webpage	✓	✓	✓
Logo on Partner Board	✓	✓	✓
Facility Logo Inclusion	Connex Box	Bow Racks	
Complimentary Youth Program Registration	✓	✓	
Logo in Email to Archery Range Club	✓	✓	
Logo on Bus Stop Ads	✓		
Press Release to Announce Sponsorship	✓		

70,000
VISITORS AT KODAK
TRAILHEAD IN 2023

6,000
ARCHERY RANGE
VISITORS IN 2023



Customizable Sponsorship Opportunities Available



EVENT SPONSORSHIPS

POWERPACK SPONSORSHIP

\$7.5K

TITLE

\$5K

ADVOCATE

\$2.5K

SUPPORTER

	10 Events	8 Events	4 Events
Sponsored Events	10 Events	8 Events	4 Events
Company Exclusivity and "Presented by"	✓		
Company Booth / Banner at Events	10 Events	8 Events	4 Events
Logo and Link on TOW Event Pages	✓	✓	✓
Logo on CRC REACH Digital Screens	✓	✓	
Facebook Mention(s)	✓	✓	✓
Opportunity to Distribute Marketing Materials	10 Events	8 Events	4 Events
Event Announcement and Mentions	10 Events	8 Events	
Event Registrations	5	4	3

41,320

PEOPLE ATTENDED MORE
THAN **50 SPECIAL EVENTS**
MANAGED BY THE TOWN.



Customizable Sponsorship Opportunities Available

CONCENTRATED EVENTS



FEB
MAGICAL FOREST
EASTMAN PARK SOUTH



MARCH
DADDY DAUGHTER DANCE
COMMUNITY RECREATION CENTER



APRIL
EASTER EGGSTRAVAGANZA
COMMUNITY RECREATION CENTER



JUNE
TEA PARTY ON THE PRAIRIE
COMMUNITY RECREATION CENTER

FISHING DERBY
EASTMAN PARK

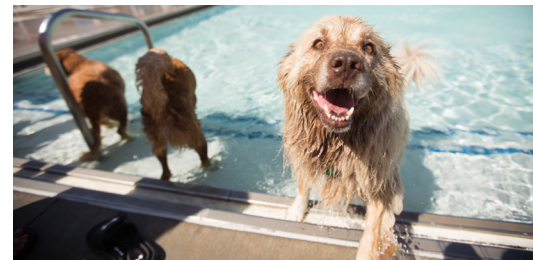
BIKE TO WORK DAY
TOWN TRAILS

WINDSOR GRIND SCOOTER & SKATEBOARD COMPETITION
EASTMAN PARK SKATE PARK

JUNE - AUG, THURS
CORNHOLE LEAGUE AT SUMMER CONCERT SERIES
AUGUST SUMMER TOURNAMENT
PM, BOARDWALK PARK, BEER GARDEN



JULY
FAMILY CAMPOUT
(MOVIES IN THE PARK EVENT)
BOARDWALK PARK
WATER CARNIVAL
CHIMNEY PARK POOL



AUG - SEPT
VINTAGE BASEBALL GAME
EASTMAN PARK
DOGGIE DIP
CHIMNEY PARK POOL



OCT
WALK / BIKE TO SCHOOL DAY
VARIOUS WELD RE-4
ELEMENTARY SCHOOLS
PUMPKIN PLUNGE
COMMUNITY RECREATION CENTER

CUSTOMIZED SPONSORSHIP OPPORTUNITIES

Not seeing a sponsorship level that aligns with your corporate needs? Or, do you have other partnership ideas?
Let us know! We can meet to create a customized sponsorship package.



SUMMER CONCERTS SPONSORSHIP

The Windsor Summer Concert Series is a summer-time favorite with 10-12 concerts that stretch from June to August. These concerts feature all types of family-

friendly music with Windsor Lake as the backdrop! In addition to live music, food trucks, a beer garden, Cornhole Tournament, and more keep crowds engaged.

	<div>\$5K</div> <div>(SEASONAL) DIAMOND</div>	<div>\$3K</div> <div>(SEASONAL) PLATINUM</div>	<div>\$1K</div> <div>(SEASONAL) GOLD</div>
Sponsorship Deadline: March 1			
Logo and Link on Event Webpage	✓	✓	✓
Verbal Recognition During Event	✓	✓	
Logo Included on Print Materials	✓	✓	✓
Event Logo Inclusion	Custom	Feather Banners	
Press Release Inclusion	✓	✓	
Logo in Activity Guide Ad on Concert Series Page	✓	✓	
Premium Booth at All Concerts	✓		
Logo on REACH Digital Ads at CRC and Radio Ad Inclusion	✓		

3,000
PEOPLE ATTEND EACH OF OUR
CONCERTS THROUGHOUT THE
SUMMER SERIES.



Customizable Sponsorship Opportunities Available



MOVIES IN THE PARK **SPONSORSHIP**

Our traveling, outdoor, six-movie series features family-friendly films shown on a large outdoor screen at various parks throughout the summer.

Bring your lawn chair and lounge in one of Windsor's great parks while enjoying a movie with family and friends! All movies begin at dusk, usually around 8 p.m.

Sponsorship Deadline: March 1

\$1.5K

**(SEASONAL)
DIRECTOR**

\$750

**(SEASONAL)
ACTOR**

\$250

**(SEASONAL)
CREW**

Movies in the Park Series "Presented by Your Company"	✓		
Premium Booth Space	6 Movies	3 Movies	1 Movie
Opportunity to Distribute Marketing Materials	✓	✓	✓
Facebook Mentions	✓	✓	
Company Logo Inclusion on All Print Advertisements	✓		
Company Logo and Link on TOW Webpage	✓	✓	✓

100

PEOPLE OF ALL AGES
ATTEND EACH MOVIE IN
LOCATIONS ACROSS TOWN.



Customizable Sponsorship Opportunities Available



FARMERS MARKET SPONSORSHIP

Under the Farmers Market Pavilion at Boardwalk Park, vendors sell homegrown produce and homemade goods directly to families to enjoy at their own table. Food and homemade items abound!

The Farmers Market is held every Saturday beginning in June and ending in September.

Sponsorship Deadline: March 1

\$2.5K

(SEASONAL)
HARVESTER

\$1K

(SEASONAL)
PRODUCER

\$500

(SEASONAL)
LABORER

Windsor Farmers Market Presented by "Your Business Name" on All Materials (Includes One Personalized 2x3 Vinyl Banner)	✓		
Facebook Mention (Weekly) as Presented by "Your Business Name"	✓		
Logo on 3x5 Farmers Market Banner (Provided by TOW)	✓	✓	
Logo on REACH Digital Ads at CRC and Radio Ad Inclusion	✓		
Opportunity to Host an Informational Booth on Market Days During the Season	7 Market Days	4 Market Days	2 Market Days
Press Release Inclusion	✓	✓	
Logo Inclusion on Posters and Rack Cards	✓	✓	✓
Hyperlinks on the Farmers Market Webpage for the Season	✓	✓	✓
Market Bucks to Spend at Market	\$100	\$50	\$25

500

PEOPLE SHOP AT THE
MARKET EACH WEEK.



Customizable Sponsorship Opportunities Available



YAPPY HOUR SPONSORSHIP

Dogs (and their humans) are welcome at this fun summer event! Bring your four-legged friend out to a Windsor park this summer and enjoy food trucks, vendors, local

breweries and more. Plus, it's a great way for your dogs to let off some steam, too!

	<div>\$1K</div> <div>TOP DOG 1 AVAILABLE</div>	<div>\$500</div> <div>BEST FRIEND MULTIPLE AVAILABLE</div>	<div>\$100</div> <div>EXHIBITOR MULTIPLE AVAILABLE</div>
Company Logo & Link on Event Webpage	✓	✓	
Event Booth Space	Premium Space, All Events	2 Events	Per Event
Opportunity to Distribute Marketing Materials	✓	✓	✓
Social Media Mentions	✓		
Yappy Hour Series "Presented By" Label	✓		
Company Logo Inclusion on Print Ads	✓		
Event On-site Branding	Custom	Banner	



Customizable Sponsorship Opportunities Available



4TH OF JULY SPONSORSHIP

Windsor's 4th of July Celebration is hosted at the beautiful Windsor Lake and Boardwalk Park. The event is the largest hosted by the town each year. During the day, the community enjoys food trucks, boat rentals and beach time. In the evening, there is live music and fireworks!

\$3K

1 AVAILABLE
RED

\$1.5K

2 AVAILABLE
WHITE

\$500

MULT. AVAILABLE
BLUE

Logo and Link on 4th of July Webpage	✓	✓	✓
Logo on Print Advertisements	✓	✓	✓
Logo on Event Banners	✓	✓	
Facility Logo Inclusion	Stage	Directional Signage	
Sponsor Name Included as Event Co-host on Social Media	✓		
Sponsor Name Included in Event Press Release	✓		
Booth Space at Event	✓		
Opportunity to Distribute Marketing Materials	✓		

10,000+
ANNUAL ATTENDEES
AT 4TH OF JULY FESTIVITIES.



Customizable Sponsorship Opportunities Available



WINDSOR CRUISE-IN SPONSORSHIP

The Windsor Cruise-In brings the community together by appreciating local car enthusiasts from up and down the Front Range. Started by a group of local car enthusiasts, the show has grown to an event with

music, food, over 300 cars on display, and thousands of attendees. All proceeds from this event benefit the Windsor Scholarship Program.

Sponsorship Deadline: July 1				
Cash sponsorships are always welcome, but we also accept in-kind donations for giveaways for registered participants for this event.	\$3K	\$1.5K	\$750	\$100
	1 AVAILABLE GOLD	2 AVAILABLE SILVER	MULT. AVAILABLE BRONZE	MULT. AVAILABLE EXHIBITOR
Windsor Cruise-In presented by "Your Company Name"	✓			
Logo on REACH Digital Ads at CRC and Radio Ad Inclusion	✓	✓		
T-Shirt Logo Inclusion*	✓	✓	✓	
Opportunity for 10'x10' Booth Space at Event	✓	✓	✓	✓
Press Release Inclusion	✓	✓		
Car Entry Registration	✓	✓	✓	
Logo Inclusion on Print Advertisements	✓	✓		
Verbal Recognition During Event	✓	✓	✓	
Hyperlinks on the Windsor Cruise-In Webpage	✓	✓	✓	
Event Logo Inclusion	Custom	Prize Table	Directional	

*Sponsors will receive an event T-shirt after the event completion.

300+

REGISTERED CARS

DRAW 3,000 SPECTATORS.







Customizable Sponsorship Opportunities Available



HALLOWEEN CARNIVAL SPONSORSHIP

The Halloween Carnival takes place at Windsor History Museum and the Art & Heritage Center. The event is a family friendly trick-or-treat extravaganza with spooky games, activities, and crafts. The Halloween Carnival

usually draws over 5,000 people to the park and gives businesses the opportunity to chat one-on-one with families as they trick-or-treat. This event is held on the Saturday before Halloween each year.

 \$3K ONE AVAILABLE	 \$1.5K THREE AVAILABLE	 \$750 SIX AVAILABLE	 \$100 SIX AVAILABLE
MAIN EVENT	ENTERTAINMENT	BUILDING	EXHIBITOR

Sponsorship Deadline: July 1

Presented By" Your Company Name	✓			
Banner Inclusion at Event	Custom	Stage, Bounce House, Race Finish Line	Feather Banner at Selected Building	
Logo and Link on Webpage	✓	✓	✓	
10'x10' Booth Space and Opportunity to Distribute Marketing Materials	✓	✓	✓	✓
Logo Inclusion on All Print Advertisements	✓	✓	✓	
Facebook Mention	✓	✓		
Verbal Recognition During Event	✓	✓		

To become an event Exhibitor, please contact Laura Browarny at lbrowarny@windsorgov.com.



5,000 TRICK-OR-TREATERS
VISIT THE WINDSOR HISTORY
MUSEUM FOR THE EVENT.



Customizable Sponsorship Opportunities Available



WINDSOR WONDERLAND SPONSORSHIP

Santa arrives at noon and is available for complimentary, professional photographs all afternoon. Concurrently, from noon until sunset, live music and dance performances, a snowball arena, and a variety of holiday-

themed activities and treats are available for attendees to enjoy. As the sun sets, the public is encouraged to gather for the annual tree lighting ceremony. This event is one of our largest, drawing 1,500 - 2,000 attendees.

**Sponsorship Deadline:
October 1**

\$3K

**(1 AVAILABLE)
SANTA**

Santa takes requests from eager children all evening and all visitors are provided with free professional photographs.

\$2K

**(3 AVAILABLE)
LIGHT UP THE
NIGHT**

Boardwalk Park will transform into a magical wonderland evening, with the tree at the Train Depot as a focal point of Boardwalk Park during the holidays. Great opportunity for holiday photos!

\$1.5K

**(2 AVAILABLE)
HOLIDAY
EXPRESS &
ALLEY**

Boardwalk Park transforms into a magical evening with the addition of the 'Windsor Holiday Express Train' and 'Wonderland Alley' of bounce houses and giant inflatable decorations.

\$1K

**(1 AVAILABLE)
HOLIDAY
CARRIAGE
RIDES**

The line never seems to get any shorter as visitors hop on a hay trailer to take a scenic lap around Boardwalk Park—a great activity for any age.

\$750

**(1 AVAILABLE)
FOOD BANK
DRIVE**

The Town of Windsor is and Weld County Food Bank take canned food donations to help those in need in the Windsor community.

Availability	1	3	2	1	1
Banner Inclusion at Event	Santa's Building	Near Tree	Near Train Track & Alley	Wagon	At Drop-Off Point
Prominent Logo on Banner (Provided by TOW)	✓	✓	✓	✓	✓
Business Logo and/or Link on Webpage	✓	✓	✓	✓	✓
Business Name on all Print Advertisements	✓	✓	✓	✓	✓
Opportunity for Sponsor Materials to be Distributed at the Event	✓	✓	✓	✓	✓
Opportunity for Sponsor Booth	✓	✓	✓	✓	✓
Verbal Recognition on Pre-Event Radio Announcements	✓	✓	✓		✓
Verbal Recognition During Event	✓	✓	✓	✓	✓
Recognition in Press Release	✓	✓	✓		✓
Opportunity for Staff to Participate	Turn on Lights w/ Santa		Run Activities		Assist with Food Donations
Additional Benefits	Business Staff & Family VIP Visits w/ Santa	Opp. for Sponsor Banner Feature	Opp. for Sponsor Banner Feature	Opp. for Sponsor Banner Feature	Opp. for Sponsor Banner Feature

Customizable Sponsorship Opportunities Available



\$500

**(3 AVAILABLE)
PRINT
COLLATERAL**

Promote your business or a winter special. This sponsorship will cover the cost of the event's print collateral materials.

\$350

**(1 AVAILABLE)
COOKIE**

Homemade cookies, made by Foundations Church not only look good, but taste good too (which is important).

\$250

**(MULTIPLE)
EXHIBITOR**

New business in town? Looking to promote a winter special? Our general event sponsorship gets you a 10'x10' booth space in front of the community.

Banner (Provided by Sponsor)

Prominent Logo on Banner
(Provided by TOW)



Business Logo and Link on
Webpage



Business Name on all Print
Advertisements



Opportunity for Sponsor
Materials to be
Distributed at the Event



Opportunity for Sponsor Booth



Verbal Recognition on Pre-Event
Radio Announcements

Verbal Recognition During Event

Recognition in Press Release

Opportunity for Staff to
Participate

Cookie Table



Distribute
Cookies

Additional Benefits

Opp. for Coupon on
Event Map Handout

Customizable Sponsorship Opportunities Available

NOTES



TOWN OF
WINDSOR
PARKS, RECREATION
& CULTURE

**Recreation
LIVES HERE**

recreationliveshere.com

