



# SPONSORSHIP OPPORTUNITIES



# PARTNER WITH US

## CONTACT

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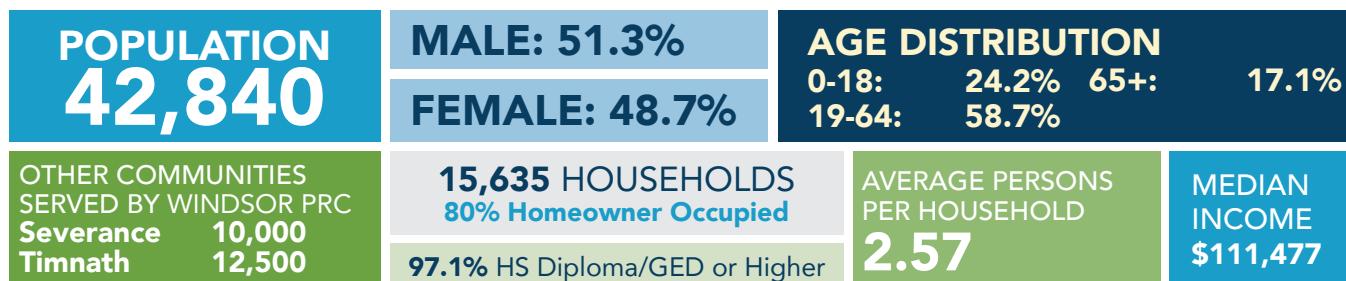
**THE TOWN OF WINDSOR** is a rapidly developing, unique community located in the heart of Northern Colorado. It is situated between the mountains and the plains where open sky meets towering peaks. Windsor is a place rich in opportunity as well as history, pre-dating the town's incorporation in 1890. 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**

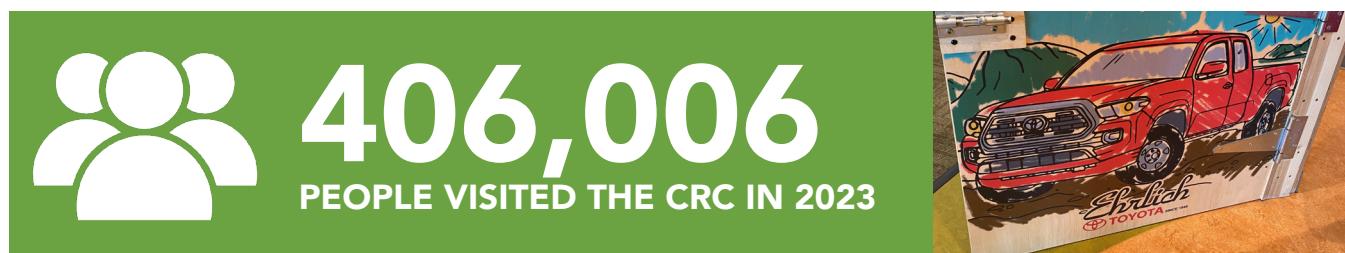
**\$5K**

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	✓	✓		



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**

**\$15K**

1 AVAILABLE (5 YEARS)  
TITLE

**\$10K**

2 AVAILABLE (3 YEARS)  
CRC INDOOR POOL

**\$5K**

3 AVAILABLE (1 YEAR)  
CHIMNEY PARK POOL

**\$2.5K**

4 AVAILABLE (1 YEAR)  
WINDSOR LAKE

**\$1K**

MULT. AVAILABLE (1 YEAR)  
EASTMAN RIVER EXPERIENCE

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



WANT TO LEARN MORE ON HOW TO DONATE?  
[recreationliveshere.com/Sponsorships](http://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!**

**\$6K**

1 AVAILABLE

**\$4K**

3 AVAILABLE

**\$2K**

MULT. AVAILABLE

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



WINDSOR ARTS COMMISSION



Customizable Sponsorship Opportunities Available

limited to 200 square inches and 1 lb. containers.

Alcohol is not permitted.

Vehicles must remain in designated parking areas.

Swimming is not permitted. Do not ingest irrigation, lake, river or ditch water.

Hunting is not permitted in this open space.

Horses are not permitted.

Call 911 in case of emergency. Report concerns or vandalism to the Parks, Recreation & Culture Department at 970-674-3500.

For more information about facilities, parks, open spaces and trails, visit [recreationlweshere.com/Parks](http://recreationlweshere.com/Parks).



**Sponsored By:**



## 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!

**\$7.5K**

**TITLE**  
1 Available  
(3 Years)

**\$3.5K**

**PARK**  
3 Available  
(2 Years)

**\$1K**

**TRAIL**  
Multiple Available  
(1 Year)

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](mailto: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!**

**\$7K**

1 AVAILABLE  
DIRECTOR

**\$3.5K**

2 AVAILABLE  
MANAGER

**\$1K**

MULT. AVAILABLE  
COUNSELOR

Logo & Link on Youth Programming Webpage



Facility Logo Inclusion

Vehicle



Logo on Staff T-Shirts



Window Decal

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.



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 Announce 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!**

**\$5K**

1 AVAILABLE

**\$2.5K**

2 AVAILABLE

**\$1K**

MULT. AVAILABLE

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.



	\$12K	\$7.5K	\$4.5K	\$2K	\$500
1 AVAILABLE (5 YEARS) TITLE	✓	✓	✓		
3 AVAILABLE (3 YEARS) EMPOWER		✓	✓	✓	✓
5 AVAILABLE (3 YEARS) ELEVATE			✓	✓	
MULT. AVAILABLE (ANNUAL) ENGAGE				✓	
MULT. AVAILABLE TEAM BUILDER					✓

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		Socially Responsible Corporate Experience
WCVD Series 'Presented By' Status	✓	✓			
Volunteer Week 'Presented By' Status	✓	✓			
Complimentary Private Corporate Teambuilding Volunteer Experience	✓	✓			
Industry Exclusivity	✓				
Equipment Trailer Vinyl Wrap	✓				

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.

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

**\$3K**

1 AVAILABLE RANGE

**\$1.5K**

9 AVAILABLE LANE

**\$500**

MULT. AVAILABLE TARGET

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			
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.

Sponsorship Deadline: March 1



Logo and Link on Event Webpage	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Verbal Recognition During Event	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Logo Included on Print Materials	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Event Logo Inclusion	Custom	Feather Banners	
Press Release Inclusion	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Logo in Activity Guide Ad on Concert Series Page	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Premium Booth at All Concerts	<input checked="" type="checkbox"/>		
Logo on REACH Digital Ads at CRC and Radio Ad Inclusion	<input checked="" type="checkbox"/>		

**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.

**\$1.5K**

(SEASONAL)  
DIRECTOR

**\$750**

(SEASONAL)  
ACTOR

**\$250**

(SEASONAL)  
CREW

Sponsorship Deadline: March 1

Movies in the Park Series "Presented by Your Company"	<input checked="" type="checkbox"/>		
Premium Booth Space	6 Movies	3 Movies	1 Movie
Opportunity to Distribute Marketing Materials	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Facebook Mentions	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Company Logo Inclusion on All Print Advertisements	<input checked="" type="checkbox"/>		
Company Logo and Link on TOW Webpage	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

**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

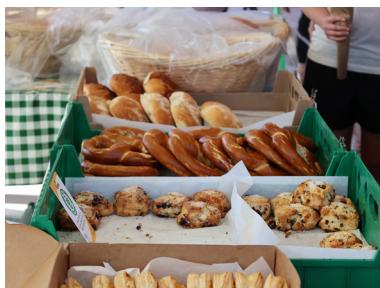
\$100

\$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!



Company Logo & Link on Event Webpage	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Event Booth Space	Premium Space, All Events	2 Events	Per Event
Opportunity to Distribute Marketing Materials	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Social Media Mentions	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Yappy Hour Series "Presented By" Label	<input checked="" type="checkbox"/>		
Company Logo Inclusion on Print Ads	<input checked="" type="checkbox"/>		
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 AVAILABLE  
GOLD

**\$1.5K**

2 AVAILABLE  
SILVER

**\$750**

MULT. AVAILABLE  
BRONZE

**\$100**

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.



Sponsorship Deadline: July 1

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

To become an event Exhibitor, please contact Laura Browarny at [lbrowarny@windsorgov.com](mailto: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**



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

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!

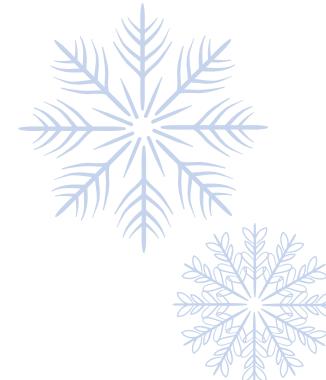
Boardwalk Park transforms into a magical evening with the addition of the 'Windsor Holiday Express Train' and 'Wonderland Alley' of bounce houses and giant inflatable decorations.

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.

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			

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		Distribute Cookies
Additional Benefits		Opp. for Coupon on Event Map Handout

**Cookie Table**

**Customizable Sponsorship Opportunities Available**

## NOTES

# BOARDWALK PARK



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