

2023

SPONSORSHIP OPPORTUNITIES





MESSAGE FROM OUR EXECUTIVE DIRECTOR

In 1983 a record 125M viewers watched the final episode of M*A*S*H, Harrison Ford was at the top of the box office with three movies (Return of the Jedi being the largest), children from around the world were playing with Cabbage Patch Dolls, and everyone was singing "Every Breath You Take." But did you know that same year Carbon Valley Parks and Recreation District (CVPRD) was voted on, created and set in motion?

As we progress into 2023, it is hard to believe, that as well as CVPRD has lasted over time, it has already been 4 decades since we began serving the areas of Dacono, Firestone, and Frederick. Today, CVPRD continues to be a treasure within the Carbon Valley and is honored to have provided 40-years of recreation, enjoyment, and fun to the community!

Focusing on the community, and ensuring the District is a great steward of resources and funding is the reason that CVPRD is connecting with local businesses, agencies, and stakeholders to increase awareness and engagement throughout the Carbon Valley. We are committed to taking care of the spaces, people, and participants that currently exist, coupled with searching and evaluating opportunities for growth are major priorities for 2023 and beyond. With the production of high-quality services, the demand and need for CVPRD within the community increases daily.

Recreation center users and program registration is growing at an astronomical rate and have never been higher! The current state of the District is one of pride and is accompanied with endless excitement and opportunity. We cannot wait to see what the next 40-years of potential and possibilities have to bring!

Dean Rummel, ED CVPRD



CARBON VALLEY
PARKS & RECREATION DISTRICT

www.cvprd.com

CVPRD BY THE NUMBERS

150,000+

Total Rec Center Visits in 2022



2,487
Swim Lesson Participants



19,276
Group Fitness Class Participants



1,606
Gymnastics Class Participants



2,759
Youth Sports Participants



58
Adult Sports Teams



900
Youth Program Participants



1,510
SilverSneakers Participants



1,904
Active Adult Participants

WHAT IS THE CARBON VALLEY PARKS AND RECREATION DISTRICT?

Formed in 1983, the Carbon Valley Parks and Recreation District (CVPRD) is a special district covering roughly 45 square miles, including the communities of Frederick, Firestone, and Dacono. The District operates the Carbon Valley Recreation Center, the Carbon Valley Gymnastics/Senior Center as well as a brand new studio in Firestone which houses administrative offices, meeting space, and a variety of programs and classes.

CVPRD ONLINE STATS



3,462
CVPRD Facebook likes



19,358
Residents reached via Nextdoor



700+
Instagram Followers



200,000+
Page views at CVPRD.com

SNAPSHOT OF CARBON VALLEY

40,138
POPULATION OF CARBON VALLEY

Firestone	18,813	Male	16,393
Frederick	14,924	Female	15,941
Dacono	6,446		



NUMBER OF HOUSEHOLDS

Firestone	4,479	{average household = 3.11}
Frederick	4,109	{average household = 3.13}
Dacono	1,952	{average household = 2.84}

AGE DISTRIBUTION

Firestone	Frederick	Dacono
Median Age.....35.3	Median Age.....35.8	Median Age.....31.4
Male.....34.9	Male.....35.5	Male.....31.6
Female.....36	Female.....36.3	Female.....31.2
Total Adults.....9,940	Total Adults.....9,253	Total Adults.....4,251
Total Seniors.....1,256	Total Seniors.....1,231	Total Seniors.....357

\$102,352
Carbon Valley Median Household Income

MEDIAN HOUSEHOLD INCOME

Firestone	\$109,596
Frederick	\$104,888
Dacono	\$85,518



DISTRICT PARTNER

\$7,500

Companies that become an annual District Partner support the District's mission of engaging the community, enhancing life, and encouraging play all year! By partnering with the District you demonstrate your commitment to betterment of the community.

Benefits include:

- One company-provided banner (72" x 30") hung in the recreation center for one year
- One company-provided banner hung in the gymnastics center 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
- Sponsorship recognition during the 40th Anniversary Celebrations and the Holiday Marketplace
- Logo on sponsor page of www.cvprd.com for one full year
- Sponsorship of one individual youth or adult sports team of sponsor choice
- Logo and sponsor recognition as District Partner in 40th Anniversary Special Edition Annual Report

SCHOLARSHIP PROGRAM

Carbon Valley Parks and Recreation District's recreation scholarship program is 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 ads
- Logo on one activities guide post card mailer
- Logo displayed on CVPRD website as Platinum Sponsor of the scholarship program for one full year
- Complimentary booth space at the Holiday Marketplace, or other CVPRD event of choice
- Recognition as Platinum Scholarship Sponsor in 40th Anniversary Special Edition Annual Report

\$500

Gold Sponsor

- Logo displayed in scholarship ads with recognition as a Gold sponsor
- Logo displayed on CVPRD website as Gold Sponsor of scholarship program for one year
- Logo in 40th Anniversary Special Edition Annual Report

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	\$500
Soccer (spring)	4 - 14 years	March - October	August 10	400	\$1,500
Soccer (fall)	4 - 12 years	September - October	August 11	400	\$1,500
Softball (spring/summer)	7 - 14 years	April - July	February 23	125	\$500
Softball (fall)	7 - 14 years	August - October	July 20	125	\$500
Volleyball	8 - 14 years	August - October	August 10	125	\$500

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

40th Anniversary Celebration

Saturday, August 12, 2023

The 40th Anniversary Celebration is a unique advertising opportunity that empowers a sponsor to engage with the whole community in celebrating 40 years of success!



***Deadline for marketing materials inclusion: June 30, 2023.**

Logo on all marketing materials distributed in CVPRD facilities and local businesses	●	
Logo on fall activities postcard mailers (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 40th Anniversary Sponsor in email blasts to past and present participants	●	
Logo on 40th Anniversary lobby slides in recreation and senior centers	●	
Opportunity to place promotional items in 400+ gift bags	●	
Opportunity to provide awards for celebration awards banquet	●	●
Complimentary banner at the celebration event	●	●
Sponsor thanked publicly during 40th Celebration announcements	●	●
Special Mention as Event Sponsor in 40th Anniversary Annual Report	●	●

We look forward to the opportunity to work with you to create custom ways for your company to participate in event sponsorship. We are always in need of in-kind contributions for events. For example, donations 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 community participants are welcome.

"Smalls & Bigs" Family Fling

TBD 2024 | 7 - 9 pm



Carbon Valley Recreation District "smalls" (kiddos) are invited to bring their favorite "bigs" (adults) to a fun family event to create memories that last a lifetime. The fun-filled evenings include a DJ, dancing, games, refreshments, photos, and a special gift. Sponsor this unique and dynamic community event for \$500.

Sponsor Benefits:

- Logo on event marketing materials
- Logo on lobby slides at recreation and senior centers
- Logo with link on website
- Sponsor recognized in social media posts and promotions
- Sponsor logo on pre-event email sent to all participants
- Sponsor recognized at event
- Sponsor opportunity to include branded material in gift bag

Holiday Marketplace

Sunday, November 12, 2023 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 60 craft and home-based business vendors selling a variety of items from jewelry, to holiday decor and everything in between. The CVPRD Holiday Market 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
- Sponsor recognized in social media posts and promotions
- Sponsor logo email sent to 60 vendors
- Booth at the event
- Logo with link on website
- Sponsor recognized during announcements at the event
- Sponsor opportunity to include branded material in gift bag



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. In 2022, we expanded our camp offerings by hosting a November camp over holiday break. In 2022, CVPRD camps served over 300 young campers and we anticipate even more in 2023!

Enthusiasm and attendance at our camps is growing and many of our camps sell out quickly! Now, your business has the opportunity to connect to our camp families through sponsoring a youth camp in 2023.

Sponsor Benefits:

- Logo with a link on Carbon Valley Camp web page
- Logo on activities guide page and camp mailer (approximately 17,000 copies)
- 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 72" x 30" 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 (6) consecutive months for banner to be displayed.

\$1500

Full-year Placement

Sponsor selects any twelve (12) consecutive months for banner to be displayed.

How to Become a Sponsor

Complete the attached sponsorship application and return it to: Jenna Oliver, CVPRD Marketing & Communications Manager, or complete form online at: www.cvprd.com/2442/Sponsorship.

Jenna Oliver, Marketing & Communications Manager
joliver@cvprd.com | 303-833-3660 ext 105



Sponsorship Application

Name of Business/Organization: _____

Contact: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-mail: _____

Signature: _____

District Partner

\$7,500

Scholarship Program Sponsor

\$1,000 \$500

Youth Sports:

- | | | |
|--|-----------------|---------|
| <input type="radio"/> Baseball | 4 - 14 years | \$750 |
| <input type="radio"/> Youth Basketball | 4 - 7 years | \$750 |
| <input type="radio"/> Youth Basketball | 3rd - 6th grade | \$750 |
| <input type="radio"/> Football | 4 - 12 years | \$500 |
| <input type="radio"/> Soccer (spring) | 4 - 12 years | \$1,500 |
| <input type="radio"/> Soccer (fall) | 4 - 12 years | \$1,500 |
| <input type="radio"/> Softball (spring/summer) | 7 - 14 years | \$500 |
| <input type="radio"/> Softball (fall) | 7 - 14 years | \$500 |
| <input type="radio"/> Volleyball | 8 - 14 years | \$500 |
- Individual Team Sport Sponsor: \$300

Preferred Sport: _____

Preferred Team Coach: _____

Leave blank if no preference.

40th Anniversary Celebration

- Event Sponsor \$4,000
 Table Sponsor \$1,500

Smalls & Bigs Family Fling

\$500

Holiday Marketplace

\$500

Summer Camp

\$500

Banner:

Select either half-year or full-year and the preferred banner location

Half-Year: \$800 Full Year: \$1,500

- Frederick Softball Field (half-year only)
 Gymnasium at the rec center
 Gymnastics Center
 Pool
 Senior Center
 Studio
 Weight Room

Please return Sponsorship request and payment to:

Carbon Valley Parks & Recreation District
Attn: Jenna Oliver
8350 Colorado Blvd., Ste. 180
Firestone, CO 80504

To submit digitally, email application to:

joliver@cvprd.com