



# THE GARDENS ON SPRING CREEK EVENT SPONSORS



**THE GARDENS**  
ON SPRING CREEK

City of  
**Fort Collins**



## SPONSORSHIP OPPORTUNITIES

# HIGH PLAINS LANDSCAPE SYMPOSIUM



High Plains Landscape Symposium is an educational gathering for inspiring smart home garden design, resulting in beautiful home landscapes in Colorado. Presented with City of Fort Collins Utilities and Colorado State University Extension Larimer County, this event is for both novice gardeners and those looking to hone their skills.

## EVENT DETAILS

When: Saturday, March 2, 2024  
Sponsor Deadline: January 12, 2024  
Attendance: 250

## SPONSOR LEVELS

	\$2,500	\$1,000	\$500	\$250*
“Presented by” your company on all marketing materials	✓			
Opportunity to give stage remarks	✓			
Recognition on applicable print, digital and social media advertising	✓	✓		
Recognition on Community Supporters web page for one year	✓	✓	✓	✓
Opportunity to Host Sponsor Booth	<b>Main Room</b>	<b>Main Room</b>	<b>Break Room</b>	<b>Break Room</b>
Logo recognition in event email(s)	✓	✓	✓	✓
Recognition on social media	✓	✓	✓	✓
Logo recognition on event web page	✓	✓	✓	✓
Ability to market to attendees	✓	✓	✓	✓
Complimentary event tickets	<b>4</b>	<b>2</b>	<b>0</b>	<b>0</b>
Booth Tickets	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>

*\*This level is exclusively available for nonprofit partners.*



This summer, the Gardens on Spring Creek will host its annual concert series, Live at The Gardens, at the Great Lawn and Everitt Pavilion. For six evenings in summer, Live at The Gardens will be the hottest ticket in town and will present your company with a sponsorship opportunity unlike any other in the region.

**EVENT DETAILS**

When: June - September, 2024  
 Sponsor Deadline: Friday, March 29, 2024  
 Attendance: 9,000

**SPONSOR LEVELS**

	\$10,000	\$5,000	\$2,500
“Presented by” your company on all marketing materials	✓		
Opportunity for on-site activation	✓		
VIP parking spaces	2 PER SHOW	1 PER SHOW	
Logo recognition on event web page	✓	✓	✓
Recognition on applicable print, digital and social media advertising	✓	✓	✓
Logo recognition in event email(s)	✓	✓	✓
Recognition on Community Supporters web page for one year	✓	✓	✓
Recognition on social media	✓	✓	✓
Recognition on site and from stage	✓	✓	✓
Complimentary event tickets	4 PER SHOW	2 PER SHOW	3 PAIRS





## SPONSORSHIP OPPORTUNITIES

# ORIGAMI INTHEGARDEN



**ORIGAMIINTHEGARDEN**, created by Santa Fe artists Jennifer and Kevin Box is a monumental outdoor sculpture exhibition coming to The Gardens on Spring Creek in the summer of 2024. Inspired by the art of paper folding, this gravity defying exhibition presents 13 larger-than-life displays of metal sculpture throughout the grounds.

## EVENT DETAILS

When: May 31 - November 3, 2024  
 Sponsor Deadline: Friday, April 19, 2024  
 Attendance: 50,000

## SPONSOR LEVELS

**\$25,000** **\$10,000** **\$5,000**

	\$25,000	\$10,000	\$5,000
“Presented by” with company logo on all applicable marketing and program materials	✓		
Opportunity to address guests at VIP Opening Night	✓		
Logo recognition on all exhibit signage, including at each installation	✓		
Opportunity for onsite activation for three weekends during run of show, including Opening / Closing weekends	✓	✓	
Tickets to VIP Opening Night	10	6	4
Logo recognition on all applicable print, online, and social media advertising	✓	✓	✓
Logo recognition on event webpage and in program materials	✓	✓	✓
Recognition on Community Supporters webpage for one year	✓	✓	✓
Recognition in Annual Report	✓	✓	✓
Thank you Posts on Social Media	✓	✓	✓
Invitation to exclusive donor events throughout the year	✓	✓	✓
Complimentary Gardens admission tickets	250	100	50



Each fall, The Gardens will be transformed into a parade of pumpkins! Celebrate the harvest by viewing illuminated jack-o-lanterns and elaborate displays of pumpkins and gourds throughout the grounds. Enjoy an evening of festive drinks, games, costumes and fun! Pumpkins on Parade is Fort Collins' only candy-free and allergy-friendly Halloween event.

**EVENT DETAILS**

When: October 17 - 20, 2024  
 Sponsor Deadline: Friday, September 6, 2024  
 Attendance: 6,000+

**SPONSOR LEVELS**

	\$5,000	\$2,000	\$1,000
“Presented by” your company on all marketing materials	✓		
Opportunity to host booth at event	THREE NIGHTS	TWO NIGHTS	ONE NIGHT
Custom pumpkin with company logo / name	✓	✓	✓
Logo recognition on event web page	✓	✓	✓
Recognition on applicable print, digital and social media advertising	✓	✓	✓
Logo recognition in event email(s)	✓	✓	✓
Recognition on Community Supporters web page for one year	✓	✓	✓
Recognition on social media	✓	✓	✓
Logo recognition on site	✓	✓	✓
Complimentary event tickets	<b>50</b>	<b>20</b>	<b>10</b>



SPONSORSHIP OPPORTUNITIES  
**PUMPKINS ON PARADE**

## SPONSORSHIP OPPORTUNITIES

# GARDEN OF LIGHTS



Garden of Lights is one of Northern Colorado's most popular holiday attractions and is the largest event held at the Gardens on Spring Creek. Drawing visitors from Denver to Cheyenne, Garden of Lights features a half-mile loop of unique, botanically-inspired LED displays celebrating the season and lighting the night, making the event a must-see during the holiday season.

### EVENT DETAILS

When: December 6 - 23, 2024  
Sponsor Deadline: Friday, October 25, 2024  
Attendance: 25,000+

### SPONSOR LEVELS

	\$10,000	\$5,000	\$2,500
"Presented by" your company on all applicable marketing materials	✓		
Opportunity for onsite activation	SIX NIGHTS	TWO NIGHTS	
Recognition on event web page	✓	✓	✓
Recognition on applicable print, digital and social media advertising	✓	✓	✓
Logo recognition in event email(s)	✓	✓	✓
Recognition on Community Supporters web page for one year	✓	✓	✓
Recognition on social media	✓	✓	✓
Logo recognition on site	✓	✓	✓
Complimentary event tickets	100	50	25



# THE GARDENS ON SPRING CREEK

## THE GARDENS ON SPRING CREEK EVENT SPONSORSHIP AGREEMENT

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

I / We commit to the following partnership opportunities:

### High Plains Landscape Symposium

- \$2,500
- \$1,000
- \$500
- \$250

### Live at the Gardens

- \$10,000
- \$5,000
- \$2,500

### ORIGAMI IN THE GARDEN

- \$25,000
- \$10,000
- \$5,000

### Pumpkins on Parade

- \$5,000
- \$2,000
- \$1,000

### Garden of Lights

- \$10,000
- \$5,000
- \$2,500

An invoice will be mailed/emailed to the above address unless otherwise specified. A portion of your payment may be tax deductible. To request tax documentation or for additional information, please contact Michael Coleman at 970.224.6106 or [mcoleman@fcgov.com](mailto:mcoleman@fcgov.com).

**Signature:** \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_