

FIRESTONE

Colorado



2017

EVENT SPONSORSHIP OPPORTUNITIES

Welcome to Firestone, Colorado

The Town of Firestone has built a mission of providing superior community events that engage our residents and visitors, while also offering opportunities for companies to support that mission and demonstrate their involvement in our community. A community event sponsorship goes beyond a single venue or event. It reaches further by strengthening community relations and allowing our events to flourish. It is our goal to ensure that community event sponsorships not only help enhance our events, but also provides valuable exposure for each sponsor.

Firestone has a reputation for excellent community events that attract thousands of attendees, from our signature 4th at Firestone celebration to Food & Flick Fridays. We target all ages for our events from young children to our active seniors, and provide activities for all ages including live music, recreational fun, food, giveaways, vendors and more. It's through these events that we create long-term engagement and lasting impressions for our residents, visitors and sponsors.

By becoming a Firestone event sponsor you will show your commitment to our community, while enhancing your exposure to thousands of people. The benefits of becoming a sponsor are vast, including great publicity through all communication channels including website, social media, media spotlights, promotional materials, banners and vendor booths to engage directly with your prospective customers.



Firestone Facts

Incorporated	1908
Population (November 2016 Town estimate)	12,963
Total Households (November 2016 Town estimate)	4,470
Average Household Size (2010 Census)	3.08
Median Household Income (Alteryx 2016A Estimate)	\$81,071
Current Planning Area	9,089 acres or 14.2 square miles, with a planning area of 56 square miles
Number of Parks	18
Miles of Trail	9
Miles of Streets	100
Parks, Open Space and Undeveloped Land	998 acres
Services	Police, Water, Stormwater Management, Streets, Planning and Development, Parks, Recreation, Trails and Open Space

TOWN OF FIRESTONE

Town Hall | 151 Grant Ave., Firestone, CO 80520

Community Development | 8308 Colorado Blvd. Ste. 200, Firestone, CO 80504

303-833-3291 | www.FirestoneCO.gov

Kristi Ritter, Communications & Community Outreach Coordinator

Direct 303-531-6254 | Cell 303-506-3361

kritter@firestoneco.gov



2017 Town of Firestone Events



Firestone Meet & Greet

March 9, 2017, 6-8 p.m., Coal Ridge Middle School, 6201 Booth Drive

- Meet your elected officials, visit with county officials and enjoy dinner with the Firestone Police Department.



Firestone Clean Up Day

April 29, 2017, 8 a.m.-4 p.m., Public Works, 7500 Pine Cone Ave.

- Firestone residents can bring unwanted debris to be disposed of, and then join the Town for breakfast or lunch.



Food & Flick Fridays

June 2, 2017, 6-10 p.m., Settlers Park, 11447 Deerfield Drive
June 16, 2017, 6-10 p.m., Settlers Park, 11447 Deerfield Drive
June 23, 2017, 6-10 p.m., Harney Park, 10245 Devonshire St.
July 14, 2017, 6-10 p.m., Harney Park, 10245 Devonshire St.
July 28, 2017, 6-10 p.m., Hart Park, 467 Jackson Ave.
Aug. 4, 2017, 6-10 p.m., Hart Park, 467 Jackson Ave.

- Dinner in the park from local food trucks, live music, games, face painting and a movie on the big screen.



4th at Firestone

July 4, 2017, 10 a.m. to 10 p.m., Miners Park, 226 Grant Ave.

- Join the Town of Firestone for its 15th annual signature event to celebrate Independence Day. This incredible event includes a full day of fun with a parade, vendors, live music, activities, food, fun, car show and more.



National Night Out

Aug. 1, 2017, 6-8 p.m., Hart Park, 467 Jackson Ave.

- Join the Town for a concert in the park and ice cream social to heighten crime and drug prevention awareness.



Halloween Safe Night

Oct. 27, 2017, 5-8 p.m., Firestone Regional Sports Complex, 6850 Tilbury Ave.

- Join the Firestone Police Department for a safe Halloween with outdoor games, prizes, food trucks, trackless train rides, treats, safety information and fun.



Firestone Art & Music

Oct. 7, 2017, 1-4 p.m., Carbon Valley Regional Library, 7 Park Ave.

This event is a great time to visit with artists and includes live music, refreshments, children's activities and live art demonstrations.



Carbon Valley Holiday Festival

Dec. 2, 2017, Firestone Frederick & Dacono
Firestone events - 12-4 p.m.,
Coal Ridge Middle School,
6201 Booth Drive

- Santa & Mrs. Claus, Santa's Workshop, lights and more.



Volunteer Opportunities

Volunteering offers a great deal of satisfaction and a chance to give back to the community. The Town of Firestone offers numerous special events that volunteers may be involved in for varying time commitments. For a complete list of volunteer opportunities and the application and waiver, visit www.firestoneco.gov/volunteer.

Food & Flick Fridays



Food & Flick Fridays in Firestone have become the premier summertime fun event. Bring your lawn chairs, blankets, friends and family for a fun Friday evening sampling fabulous food from gourmet local food trucks serving from 6 to 9 p.m. Enjoy free live music, face painting, activities, crafts and games from 6 to 8 p.m. The movie on the big screen starts at 8:30 p.m.



EVENT DATES: JUNE 2, JUNE 16, JUNE 23, JULY 14, JULY 28, AUG. 4, 2017

SPONSORSHIP DEADLINE: FRIDAY, APRIL 21, 2017

MOVIE PRESENTER DEADLINE FOR DRAWING: FRIDAY, FEB. 17, 2017

DIAMOND SPONSOR - \$2,500

RIGHTS AND BENEFITS

- Company banner as the highlight of the event (banner provided by sponsor)
- Availability for your company representative to announce your business at the event at approximately 8:15 p.m. prior to the movie start (up to 2 minutes)
- Premier logo recognition on publicity posters, website, utility bill insert, Firestone Voice newsletter and social media channels as the diamond sponsor
- Name recognition in press releases
- Sponsorship announced live throughout the event as the diamond sponsor
- Premier placement of complimentary booth space at all six events
- Opportunity to have staff members or volunteers from your organization help at the event

PLATINUM SPONSOR - \$1,000

RIGHTS AND BENEFITS

- Company banner at the event (banner provided by sponsor)
- Premier logo recognition on publicity posters, website, utility bill insert, Firestone Voice newsletter and social media channels
- Name recognition in press releases
- Verbal recognition at event
- Complimentary booth space at all six events
- Opportunity to have staff members or volunteers from your organization help at the event

GOLD SPONSOR - \$500

RIGHTS AND BENEFITS

- Company banner at the event (banner provided by sponsor)
- Logo recognition on publicity posters, website, utility bill insert, Firestone Voice newsletter and social media channels
- Name recognition in press releases
- Opportunity to have staff members or volunteers from your organization help at the event

SILVER SPONSOR - \$250

RIGHTS AND BENEFITS

- Small logo recognition on publicity posters, website, utility bill insert, Firestone Voice newsletter and social media channels
- Name recognition in press releases

CONTRIBUTING SPONSOR - \$100-\$200

RIGHTS AND BENEFITS

- Name recognition on posters, website, utility bill insert, Firestone Voice newsletter



MOVIE PRESENTER – ONLY 1 PER MOVIE

DRAWING HELD IN FEBRUARY TO SELECT PRESENTERS

Movie presenters have been extremely popular as businesses and organizations have enjoyed the opportunity to network and promote their business while providing bottled water for attendees and making popcorn. Businesses and organizations have the opportunity to put their name in to be a part of a random drawing to select the 6 presenting movie presenters.

The deadline to include your name in the drawing is Friday, Feb. 17, 2017. Drawing will be held on Feb. 20, 2017. To get your name on the list email kritter@firestoneco.gov.

RIGHTS AND BENEFITS

- Company banner at the park pavilion (banner provided by movie presenter)
- Small logo recognition on publicity posters, website, utility bill insert, Firestone Voice newsletter and social media channels
- Verbal recognition at event
- Complimentary booth space for you to share information about your business
- Movie presenter provides bottled water for approximately 500 or more attendees, plus volunteers/staff to hand it out.
- Movie presenter provides volunteers/staff to make popcorn, approximately 2 to 3 per movie. The Town of Firestone will provide all popcorn supplies.
- Movie presenters from the previous year are asked to wait a year before requesting the movie presenter.



National Night Out

The Firestone Police Department participates annually in the National Night Out program and sponsors a concert in the park and an ice cream social to heighten crime and drug prevention awareness, and strengthen police community partnerships.

EVENT DATE: AUG. 1, 2017

SPONSORSHIP DEADLINE: WEDNESDAY, JUNE 21, 2017

PLATINUM SPONSOR – \$1,000

RIGHTS AND BENEFITS

- Company banner at the event (banner provided by sponsor)
- Premier logo recognition on publicity posters, website, utility bill insert, Firestone Voice newsletter and social media channels
- Name recognition in press releases
- Verbal recognition at event
- Complimentary booth space at the event
- Opportunity to have staff members or volunteers from your organization help at the event

GOLD SPONSOR – \$500

RIGHTS AND BENEFITS

- Company banner at the event (banner provided by sponsor)
- Logo recognition on publicity posters, website, utility bill insert, Firestone Voice newsletter and social media channels
- Name recognition in press releases
- Opportunity to have staff members or volunteers from your organization help at the event

SILVER SPONSOR – \$250

RIGHTS AND BENEFITS

- Logo recognition on publicity posters, website, utility bill insert, Firestone Voice newsletter and social media channels
- Name recognition in press releases

CONTRIBUTING SPONSOR – \$100-200

RIGHTS AND BENEFITS

- Name recognition on publicity posters, website, utility bill insert and Firestone Voice newsletter



4th at Firestone

Firestone's signature annual event celebrates 15 years in 2017. Start the day with the Firecracker 5k & 10k, and then don't miss a dynamic parade weaving its way through Historic Firestone to the main event. Visit with vendors while enjoying live music, face painting, bungee trampoline, water hamster balls, a climbing wall, inflatables, adult tricycle races, pedal cart races, mini golf, games, giveaways, free snowcones, food, a classic car show and more fun. Top off the night with fireworks!

EVENT DATE: JULY 4, 2017

SPONSORSHIP DEADLINE: FRIDAY, MAY 19, 2017



FIREWORKS SPONSOR – \$5,000 – ONLY 3 AVAILABLE

RIGHTS AND BENEFITS

- Two company banners as the highlight of the event – one at top of the stage and second near main event entrance (banners provided by sponsor)
- Special recognition as the official fireworks sponsor
- Strategic placement at the front of the 4th at Firestone parade
- Availability for your company representative to announce your business and the fireworks sponsorship on stage (up to 4 minutes) during the Main Announcements and Awards at 12 p.m., as well as before the fireworks immediately preceding the fireworks presentation at about 9:15 p.m.
- Premier logo recognition on publicity banners, posters, website, utility bill insert, Firestone Voice newsletter, event volunteer T-shirt and social media channels as the official fireworks sponsor
- Sponsorship announced live at the event throughout the day and evening events
- Name recognition in press releases as the official fireworks sponsor
- Premier placement of complimentary booth space (up to 10'x40') at the 4th at Firestone



DIAMOND SPONSOR - \$2,500

RIGHTS AND BENEFITS

- Company banner as the highlight of the event at top of the stage (banner provided by sponsor)
- Availability for your company representative to announce your business on stage (up to 2 minutes) during the Main Announcements and Awards at 12 p.m.
- Premier logo recognition on publicity banners, posters, website, utility bill insert, Firestone Voice newsletter, event volunteer T-shirt and social media channels as the diamond sponsor
- Sponsorship announced live at the event throughout the day and evening events
- Name recognition in press releases as the diamond sponsor
- Premier placement of complimentary booth space (up to 10'x30') at the 4th at Firestone



PLATINUM SPONSOR – \$1,000-\$2,000

RIGHTS AND BENEFITS

- Company banner at the event (banner provided by sponsor)
- Logo recognition on publicity banners, posters, website, utility bill insert, Firestone Voice newsletter, event volunteer T-shirt and social media channels
- Sponsorship announced live at the event
- Name recognition in press releases
- Complimentary booth space (10'x20') at the 4th at Firestone



GOLD SPONSOR – \$500

RIGHTS AND BENEFITS

- Company banner at the event (banner provided by sponsor)
- Logo recognition on publicity posters, website, utility bill insert, Firestone Voice newsletter and social media channels
- Complimentary booth space (10'x10') at the 4th at Firestone

SILVER SPONSOR – \$250

RIGHTS AND BENEFITS

- Small logo recognition on publicity posters, website, utility bill insert, Firestone Voice newsletter and social media channels
- Complimentary booth space (10'x10') at the 4th at Firestone



CONTRIBUTING SPONSOR – \$100-\$200

RIGHTS AND BENEFITS

- Name recognition on publicity posters, website, utility bill insert and Firestone Voice newsletter

4TH AT FIRESTONE - DIRECT ACTIVITY SPONSORSHIPS

CLIMBING WALL SPONSOR – \$1,000 – ONLY 1 AVAILABLE

RIGHTS AND BENEFITS

- Company banner at the event (banner provided by sponsor)
- Logo recognition on publicity banners, posters, website, utility bill insert, Firestone Voice newsletter, event volunteer T-shirt and social media channels
- Sponsorship announced live at the event
- Name recognition in press releases
- Complimentary booth space (10'x20') at the 4th at Firestone next to the Climbing Wall

BUNGEE TRAMPOLINE SPONSOR – \$1,000 – ONLY 1 AVAILABLE

RIGHTS AND BENEFITS

- Company banner at the event (banner provided by sponsor)
- Logo recognition on publicity banners, posters, website, utility bill insert, Firestone Voice newsletter, event volunteer T-shirt and social media channels
- Sponsorship announced live at the event
- Name recognition in press releases
- Complimentary booth space (10'x20') at the 4th at Firestone next to the Bungee Trampoline

WATER HAMSTER BALL SPONSOR – \$1,000 – ONLY 1 AVAILABLE

RIGHTS AND BENEFITS

- Company banner at the event (banner provided by sponsor)
- Logo recognition on publicity banners, posters, website, utility bill insert, Firestone Voice newsletter, event volunteer T-shirt and social media channels
- Sponsorship announced live at the event
- Name recognition in press releases
- Complimentary booth space (10'x20') at the 4th at Firestone next to the Water Pool

PETTING ZOO & PONY RIDES SPONSOR – \$1,000 – ONLY 1 AVAILABLE

RIGHTS AND BENEFITS

- Company banner at the event (banner provided by sponsor)
- Logo recognition on publicity banners, posters, website, utility bill insert, Firestone Voice newsletter, event volunteer T-shirt and social media channels
- Sponsorship announced live at the event
- Name recognition in press releases
- Complimentary booth space (10'x20') at the 4th at Firestone next to the Petting Zoo & Pony Rides

NEW COLORING WALL SPONSOR – \$1,000 – ONLY 1 AVAILABLE

RIGHTS AND BENEFITS

- Company banner at the event (banner provided by sponsor)
- Logo recognition on publicity banners, posters, website, utility bill insert, Firestone Voice newsletter, event volunteer T-shirt and social media channels
- Sponsorship announced live at the event
- Name recognition in press releases
- Complimentary booth space (10'x20') at the 4th at Firestone next to the Coloring Wall

INFLATABLE JUMPS SPONSOR – \$1,000 – ONLY 1 AVAILABLE

RIGHTS AND BENEFITS

- Company banner at the event (banner provided by sponsor)
- Logo recognition on publicity posters, website, utility bill insert, Firestone Voice newsletter and social media channels
- Complimentary booth space (10'x10') at the 4th at Firestone next to the Inflatables

MINI GOLF SPONSOR – \$500 – ONLY 1 AVAILABLE

RIGHTS AND BENEFITS

- Company banner at the event (banner provided by sponsor)
- Small logo recognition on publicity posters, website, utility bill insert, Firestone Voice newsletter and social media channels
- Complimentary booth space (10'x10') at the 4th at Firestone next to the Mini Golf

CAR SHOW SPONSOR – \$250 – ONLY 1 AVAILABLE

RIGHTS AND BENEFITS

- Company banner along Colorado Boulevard in front of the classic cars (banner provided by sponsor)
- Small logo recognition on publicity posters, website, utility bill insert, Firestone Voice newsletter and social media channels
- Availability to provide swag bags for all car show participants, approximately 50-75
- Complimentary booth space at the car show

Halloween Safe Night

Every ghost and goblin will enjoy Halloween in a safe environment with the Firestone Police Department. This event includes carnival style games to challenge every age, a trackless train for fun rides, safety handouts, food trucks and more.



EVENT DATE: OCT. 27, 2017

SPONSORSHIP DEADLINE: FRIDAY, SEPT. 1, 2017

DIAMOND SPONSOR – \$2,500

RIGHTS AND BENEFITS

- Company banner as the highlight of the event (banner provided by sponsor)
- Availability for your company representative to announce your business at the event at approximately 7 p.m. (up to 2 minutes)
- Premier logo recognition on publicity posters, website, utility bill insert, Firestone Voice newsletter and social media channels
- Name recognition in press releases
- Sponsorship announced live throughout the event as the diamond sponsor
- Premier placement of complimentary booth space at the event
- Opportunity to have staff members or volunteers from your organization help at the event

PLATINUM SPONSOR – \$1,000

RIGHTS AND BENEFITS

- Company banner as the highlight of the event (banner provided by sponsor)
- Logo recognition on publicity posters, website, utility bill insert, Firestone Voice newsletter and social media channels
- Name recognition in press releases
- Verbal recognition day of event
- Complimentary booth space at the event
- Opportunity to have staff members or volunteers from your organization help at the event

GOLD SPONSOR – \$500

RIGHTS AND BENEFITS

- Company banner at the event (banner provided by sponsor)
- Logo recognition on publicity posters, website, utility bill insert, Firestone Voice newsletter and social media channels
- Name recognition in press releases
- Opportunity to have staff members or volunteers from your organization help at the event

SILVER SPONSOR – \$250

RIGHTS AND BENEFITS

- Logo recognition on publicity posters, website, utility bill insert, Firestone Voice newsletter and social media channels
- Opportunity to have staff members from your organization help at the event

CONTRIBUTING SPONSOR – \$100-\$200

RIGHTS AND BENEFITS

- Name recognition on publicity posters, website and utility bill insert

Carbon Valley Holiday Festival

The Carbon Valley Holiday Festival is a collaborative effort between Firestone, Frederick and Dacono to host a full day of holiday activities in the Carbon Valley. The festivities in Firestone will include activities from 12 to 4 p.m. at Coal Ridge Middle School.

*Please note that sponsorships made to Firestone for this event help to sponsor the Firestone events throughout the day only.

EVENT DATE: DEC. 2, 2017

SPONSORSHIP DEADLINE: FRIDAY, OCT. 20, 2017

DIAMOND SPONSOR – \$2,500

RIGHTS AND BENEFITS

- Company banner as the highlight of the event (banner provided by sponsor)
- Availability for your company representative to announce your business at the event (up to 2 minutes)
- Premier logo recognition on publicity posters, website, Firestone Voice newsletter, utility bill insert and social media channels
- Name recognition in press releases
- Sponsorship announced live throughout the event as the diamond sponsor
- Premier placement of complimentary booth space at the event
- Opportunity to have members from your organization help at the event

PLATINUM SPONSOR – \$1,000

RIGHTS AND BENEFITS

- Company banner at the event (banner provided by sponsor)
- Logo recognition on publicity posters, website, Firestone Voice newsletter, utility bill insert and social media channels
- Name recognition in press releases
- Verbal recognition day of event
- Complimentary booth space at the event
- Opportunity to have members from your organization help at the craft booths

GOLD SPONSOR – \$500

RIGHTS AND BENEFITS

- Company banner at the event (banner provided by sponsor)
- Logo recognition on publicity posters, website, Firestone Voice newsletter, utility bill insert and social media channels
- Name recognition in press releases
- Opportunity to have members from your organization help at the event

SILVER SPONSOR – \$250

RIGHTS AND BENEFITS

- Logo recognition on publicity posters, website, Firestone Voice newsletter, utility bill insert and social media channels
- Opportunity to have members from your organization help at the event

CONTRIBUTING SPONSOR – \$100-\$200

RIGHTS AND BENEFITS

- Name recognition on publicity posters, website, Firestone Voice newsletter and utility bill insert



Santa Cops

The Carbon Valley Santa Cops program is an annual event in which the Firestone, Frederick and Dacono police departments provide a gift, warm winter clothing and necessities to underprivileged children in the Carbon Valley area during the holiday season. Starting each fall, this nonprofit program is made possible because of generous businesses and individuals who donate gifts and money to benefit children and families. By early December with all the shopping complete, volunteers and local officers come together for a day of wrapping before gifts are delivered.

*Please note that sponsorships made to Firestone for this event help purchase gifts for Firestone families only.

Sponsorship Commitment Form



It is the goal of the Town of Firestone to ensure that event sponsorships not only help enhance our events, but also provides valuable exposure for each sponsor. By becoming a Firestone event sponsor you will show your commitment to our community, while enhancing your exposure to thousands of people.

Please indicate your level of sponsorship commitment. This is a sponsorship request form only. All sponsors will be required to sign an agreement once this form is approved. All sponsors will be given the first right of refusal for the following year.

Food & Flick Fridays

- Diamond - \$2,500
- Platinum - \$1,000
- Gold - \$500
- Silver - \$250
- Contributing - \$100-\$200 \$ _____

4th at Firestone

- Fireworks - \$5,000
- Diamond - \$2,500
- Platinum - \$1,000
- Gold - \$500
- Silver - \$250
- Contributing - \$100-\$200
- Climbing Wall - \$1,000
- Bungee Trampoline - \$1,000
- Water Hamster Ball - \$1,000
- Petting Zoo & Pony Rides - \$1,000
- Coloring Wall - \$1,000
- Inflatable Jumps - \$1,000
- Mini Golf - \$500
- Car Show - \$250 \$ _____

National Night Out

- Platinum - \$1,000
- Gold - \$500
- Silver - \$250
- Contributing - \$100-\$200 \$ _____

Halloween Safe Night

- Diamond - \$2,500
- Platinum - \$1,000
- Gold - \$500
- Silver - \$250
- Contributing - \$100-\$200 \$ _____

Carbon Valley Holiday Festival

- Diamond - \$2,500
- Platinum - \$1,000
- Gold - \$500
- Silver - \$250
- Contributing - \$100-\$200 \$ _____

Santa Cops

\$ _____

SPONSORSHIP TOTAL \$ _____

SPONSOR INFORMATION

Name of Business: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Please return this form to:

Town of Firestone | Kristi Ritter, Communications & Community Outreach Coordinator
Community Development Department | 8308 Colorado Blvd. Ste. 200 | Firestone, CO 80504
Direct 303-531-6254 | Cell 303-506-3361 | Fax 720-476-4232 | kriter@firestoneco.gov