



2021

# SPONSORSHIP

*Event*

OPPORTUNITIES



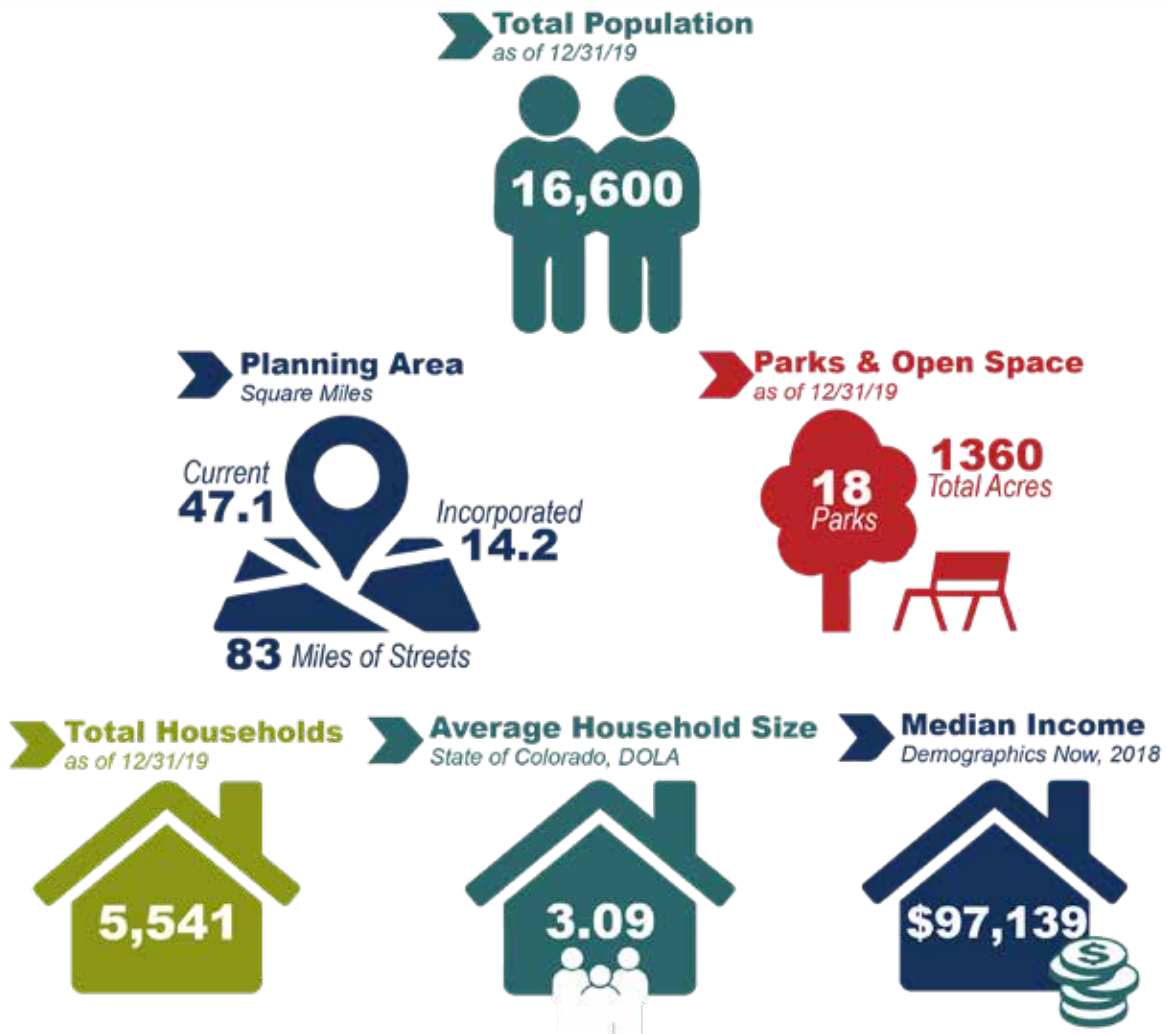
# WELCOME TO FIRESTONE, COLORADO

The Town of Firestone has built a mission of providing superior community events that engage our residents and visitors, while also offering opportunities for businesses, non-profits and organizations to support that mission and demonstrate their involvement in our community. A community event sponsorship goes beyond a single venue or event, 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.

From our signature 4th at Firestone celebration to our Food & Flick Fridays, Firestone has a reputation for excellent community events that attract thousands of attendees. 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 community 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 numerous, including publicity through all communication channels (website, social media), promotional materials, banners and vendor booths to engage directly with your prospective customers.

## FIRESTONE FACTS





# 2021 TOWN OF FIRESTONE EVENT CALENDAR



Meet your elected officials and visit with county officials and the Firestone Police Department.

March 25 » Firestone Police Department, 9900 Park Ave.



Firestone residents can drop off unwanted household debris at the Public Works Facility.

TBD » Visit [www.firestoneco.gov/cleanupday](http://www.firestoneco.gov/cleanupday) for updates.



On a select Friday evening from May - September, one park in Firestone will host our "Bite Club". Bring a blanket or some lawn chairs while enjoying a picnic in the park with our outstanding community!

May 7 » Settlers Park, 11447 Deerfield Dr.  
 June 4 » Harney Park, 10245 Devonshire St.  
 August 6 » Miners Park, 170 Grant Ave.  
 September 3 » Barefoot Lakes, TBD



Dinner in the park from local food trucks, games and activities, face painting and a movie on the big screen. Our September feature will be shown in a Drive-In setting!

May 21 » Settlers Park, 11447 Deerfield Dr.  
 June 18 » Harney Park, 10245 Devonshire St.  
 July 16 » Hart Park, 467 Jackson Ave.  
 August 20 » Harney Park, 10245 Devonshire St.  
 September 17 » Firestone Sports Complex, 6850 Tilbury Ave.

Join the Town of Firestone for its 19<sup>th</sup> annual signature event to celebrate Independence Day. Kick off the day with our patriotic parade and spend the evening enjoying live music, activities, food and fun!

July 4 » Miners Park,  
 170 Grant Ave.



Community building campaign that promotes police-community partnerships and neighbor-hood camaraderie.  
 August 3 » Location TBD



This event is a great time to visit with local artists while enjoying live music, refreshments and live art demonstrations.  
 October 1 » Carbon Valley Regional Library, 7 Park Ave.

Join the Firestone Police Department for a safe Halloween with outdoor games, prizes, food trucks, trackless train rides, treats, safety information and fun.  
 October 29 » Firestone Sports Complex, 6850 Tilbury Ave.



Activities include Santa's Workshop with fun crafts, photos with Santa, holiday music, hot cocoa and cookies.  
 December 4 » Miners Park,  
 170 Grant Ave.



The Carbon Valley Santa Cops program is an annual event in which the Firestone, Frederick and Dacono police departments provide gifts to underrepresented children.



December 8 (Shopping) and December 11 (Wrapping)

# 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. Sample fabulous food from food trucks serving from 6:30 to 9 p.m. Enjoy free face painting, activities, crafts and games from 6:30 to 8:30 p.m. The movie on the big screen starts after sundown.



**EVENT DATES: Friday May 21, June 18, July 16, August 20 and September 17, 2021**

**SPONSORSHIP DEADLINE: April 16, 2021**

## **BRONZE SPONSORSHIP – \$300**

- Logo recognition on all marketing collateral, including social media channels, printed collateral, and signage throughout the event.
- Logo recognition in press release.
- Verbal recognition at event itself.

## **SILVER SPONSORSHIP – \$650**

- Logo recognition on all marketing collateral, including social media channels, printed collateral, and signage throughout the event.
- Logo recognition in press release.
- Verbal recognition at event itself.
- Complimentary booth space at each Food & Flick Friday event.
- One reserved premium viewing space (6'x6') at each Food & Flick Friday event.

## **GOLD SPONSORSHIP – \$1,000**

- Logo recognition on all marketing collateral, including social media channels, printed collateral, and signage throughout the event.
- Logo recognition in press release.
- Verbal recognition at event itself.
- Complimentary booth space at each Food & Flick Friday event.
- Two reserved premium viewing spaces (6'x6') at each Food & Flick Friday event.
- One \$10 voucher at any available food truck at each Food & Flick Friday event.

## **FEATURE PRESENTATION SPONSORSHIP – \$1,500**

- Logo recognition on all marketing collateral, including social media channels, printed collateral, and signage throughout the event.
- Logo recognition in press release.
- Verbal recognition at event itself.
- Complimentary booth space at each Food & Flick Friday event.
- Three reserved premium viewing spaces (9'x9') at each Food & Flick Friday event.
- One \$10 voucher at any available food truck at each Food & Flick Friday event.
- Three premium parking spaces close to each event.
- Recognition as the presenter of the month's trivia.
- Will be allotted one, 30 second commercial to be played before the evening's feature presentation. Sponsorship also allows pre-recorded introduction of the evenings featured presentation.

**\* Each of these sponsorship levels are for the entire 2021 Food & Flick Fridays Event Series.**



# 4<sup>TH</sup> AT FIRESTONE



Start the day at our patriotic parade, which weaves its way through Historic Firestone. Come back to Miners Park for our evening event which will include a Maker's Mart area, featuring handcrafted goods from local artisans. New this year, beverages will be available for purchase in our Beer Garden. Enjoy a variety of free activities and live music that is synonymous with this event. Top off the night with our fabulous fireworks display!

**EVENT DATE: Sunday, July 4, 2021**

**SPONSORSHIP DEADLINE: May 14, 2021**

## **BRONZE SPONSORSHIP – \$300**

- Logo recognition on all marketing collateral, including social media channels, printed collateral, and signage throughout the event.
- Logo recognition in press release.
- Verbal recognition at event itself.
- Entry in the sponsor portion of the parade.

## **SILVER SPONSORSHIP – \$650**

- Logo recognition on all marketing collateral, including social media channels, printed collateral, and signage throughout the event.
- Logo recognition in press release.
- Verbal recognition at event itself.
- Entry in the sponsor portion of the parade.
- Complimentary booth space (10'x10') at the event.
- One reserved premium parking space at the event.

## **CAR SHOW SPONSORSHIP – \$650**

- Logo recognition on all marketing collateral, including social media channels, printed collateral, and signage throughout the event.
- Logo recognition in press release.
- Verbal recognition at event itself.
- Entry in the sponsor portion of the parade.
- Allotment for one member of your company to be a guest judge for the 4th at Firestone Car Show.
- Complimentary booth space (up to a 10'x20') at the event. Booth will be located on Grant Ave., close to the car show and entrance to the 4th at Firestone Beer Garden.

## **GOLD SPONSORSHIP – \$1,000**

- Logo recognition on all marketing collateral, including social media channels, printed collateral, and signage throughout the event.
- Logo recognition in press release.
- Verbal recognition at event itself.
- Entry in the sponsor portion of the parade.
- Complimentary booth space (up to a 10'x10') at the event. Booth can be at the section of your choice. (Beer Garden/Kids Area/Grant Ave.)
- One \$10 voucher at any available food truck.
- One reserved table (seats 6) under the tent in the 4th at Firestone Beer Garden.
- Three premium parking spaces at the event, close to an exit and the event area.

## **FIREWORKS SPONSORSHIP – \$1,500**

- Logo recognition on all marketing collateral, including social media channels, printed collateral, and signage throughout the event.
- Logo recognition in press release.
- Verbal recognition at event itself.
- Entry in the sponsor portion of the parade.
- Allotment for one member of your company to be a guest judge for the 4th at Firestone parade.
- Complimentary booth space (up to a 10'x20') at the event. Booth can be at the section of your choice. (Beer Garden/Kids Area/Grant Ave.)
- One \$20 voucher at any available food truck.
- Four complimentary beer tickets for the beer garden.
- Two reserved tables (each seat 6) under the tent at the 4th at Firestone Beer Garden.
- Three premium parking spaces at the event, close to an exit and the event area.



# HALLOWEEN SAFE NIGHT

Every ghost and goblin will enjoy Halloween in a safe environment with the Firestone Police Department. This event includes a trunk or treat line, obstacle courses and inflatables, a trackless train for fun rides, safety handouts, food trucks and more.



**EVENT DATE: Friday, October 29, 2021**

**SPONSORSHIP DEADLINE: August 13, 2021**

## **BRONZE SPONSORSHIP – \$300**

- Logo recognition on all marketing collateral, including social media channels, printed collateral, and signage throughout the event.
- Logo recognition in press release.
- Verbal recognition at event itself.

## **SILVER SPONSORSHIP – \$650**

- Logo recognition on all marketing collateral, including social media channels, printed collateral, and signage throughout the event.
- Logo recognition in press release.
- Verbal recognition at event itself.
- Complimentary booth space (10'x10') at event.
- One reserved premium parking space at event.

## **GOLD SPONSORSHIP – \$1,000**

- Logo recognition on all marketing collateral, including social media channels, printed collateral, and signage throughout the event.
- Logo recognition in press release.
- Verbal recognition at event itself.
- Complimentary booth space (10'x10') at event.
- Two reserved premium parking spaces at event.
- One \$10 voucher at any available food truck at the event.
- Two Time Warp Passes: allows a group/family\* to skip the line for any activity of your choosing.

**\* No more than 4 people per pass**

## **GHOST & GOBLINS SPONSORSHIP – \$1,500**

- Logo recognition on all marketing collateral, including social media channels, printed collateral, and signage throughout the event.
- Logo recognition in press release.
- Verbal recognition at event itself.
- Complimentary premium booth space (10'x20') at the event. Booth can be at the section of your choice.
- Three reserved premium parking spaces at the event.
- One \$20 voucher at a select food truck at the event.
- Four Time Warp Passes: allows 4 groups/families\* to skip the line for any activity of your choosing.

**\* No more than 4 people per pass**



# CARBON VALLEY HOLIDAY FESTIVAL



The Carbon Valley Holiday Festival is a collaborative effort between Firestone, Frederick, Dacono and the Carbon Valley Regional Library to host a full day of holiday activities in the Carbon Valley. The festivities in Firestone include free crafts, photos with Santa, Hot Cocoa and breakfast foods from select Food Trucks. Fun and festivities in Miner's Park from 10 a.m. to 1 p.m.

**EVENT DATE: Saturday, December 4, 2021**  
**SPONSORSHIP DEADLINE: October 8, 2021**

## **BRONZE SPONSORSHIP – \$300**

- Logo recognition on all marketing collateral, including social media channels, printed collateral, and signage throughout the event.
- Logo recognition in press release.
- Verbal recognition at event itself.

## **SILVER SPONSORSHIP – \$650**

- Logo recognition on all marketing collateral, including social media channels, printed collateral, and signage throughout the event.
- Logo recognition in press release.
- Verbal recognition at event itself.
- Complimentary booth space (up to at 10'x10') at the event.
- One reserved premium parking space at the event.

## **GOLD SPONSORSHIP – \$1,000**

- Logo recognition on all marketing collateral, including social media channels, printed collateral, and signage throughout the event.
- Logo recognition in press release.
- Verbal recognition at event itself.
- Complimentary booth space (up to a 10'x10') at the event.
- One \$10 voucher at any available food truck at the event.
- Two premium parking spaces at the event.
- Two Santa Lane Passes: allows two groups/families to skip the line for photos with Santa.

## **HOLLY JOLLY SPONSORSHIP – \$1,500**

- Logo recognition on all marketing collateral, including social media channels, printed collateral, and signage throughout the event.
- Logo recognition in press release.
- Verbal recognition at event itself.
- Complimentary booth space (up to a 10'x20') at the event. Booth can be at the section of your choice.
- One \$20 voucher at any available food truck at the event.
- Three premium parking spaces at the event.
- Three Santa Lane Passes: allows 3 groups/families to skip the line activities of your choosing.





# 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](http://www.firestoneco.gov/volunteer).



---

## ADOPT-A-PLACE PROGRAM

Individuals, families, clubs, businesses, churches, schools, neighborhood associations and organizations can volunteer to adopt 1 mile or more of Town streets, trails or a community park. Volunteers will pledge to do four clean-ups per year.

By participating in the Adopt-A-Place program, community groups, businesses and individuals help the Town of Firestone reallocate funds, time and manpower to other much-needed programs and projects, including park construction, upgrading and maintenance, trail improvement projects and more.



For more information on how you can become a partner, visit [www.FirestoneCO.gov/adoptaplace](http://www.FirestoneCO.gov/adoptaplace).

---

## 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 underrepresented 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 the gifts are presented by Santa.



**EVENT DATES: Wednesday, December 8, 2021 (Shopping)  
Friday, December 11, 2021 (Wrapping)**

---

## EVENT POSTPONEMENTS / CANCELLATIONS

Our traditional events looked a little different in 2020, but our goal all along was to adapt to the current situation and provide safe entertainment options for the community. This will not change in 2021. If the Town decides to modify an upcoming event, Sponsors will be consulted in good faith to identify substitute sponsorship elements and or given the option for fees to be reevaluated.

---







Town of Firestone | Special Events Office  
151 Grant Avenue | Firestone, CO 80504  
Direct: 303-531-6284 | Fax: 720-476-4232 | [events@firestoneco.gov](mailto:events@firestoneco.gov)