



2026

2026 TOWN OF BERTHOUD SPONSORSHIP PACKET

As part of the Town of Berthoud, the Berthoud Recreation Center offers a wide range of activities designed for people of all ages. With a focus on health and wellness, Berthoud Recreation Center strives to provide its community with top-notch facilities and programs.



Berthoud Recreation is committed to fostering a strong and vibrant community where businesses can thrive. Berthoud is the heart of the Front Range community.

Through our sponsorship program, your business will gain exposure to a wide audience, including residents of all ages and visitors from neighboring areas. You can advertise your business and support a valuable community resource simultaneously.

Looking for creative ways to build brand loyalty in Berthoud? Do you want to position your company as a trusted community leader? Berthoud Recreation offers many opportunities for your business to become a hometown champion.

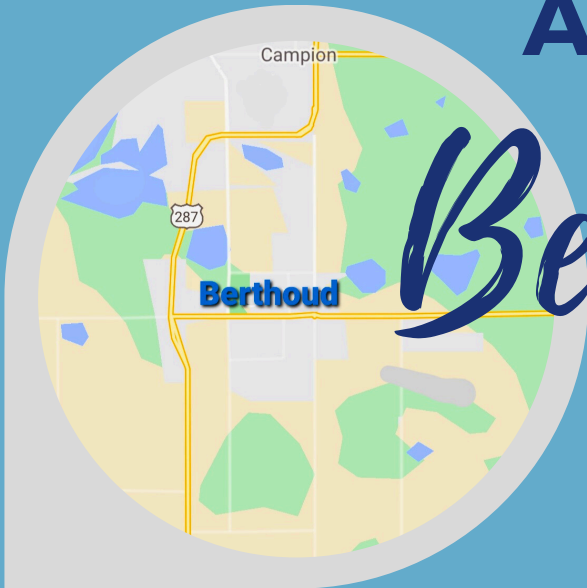
Join us today and take advantage of this fantastic opportunity!

Berthoud Recreation | (970) 532-1600 | cmartin@berthoud.org | Berthoud.org

TOWN OF BERTHOUD

A LOOK AT

Berthoud



Partner With Us

Today, Berthoud is a thriving community, boasting a charming downtown area, unique boutique shops, and excellent schools. Its exceptional amenities make it attractive for residential and commercial development.



14,988

Total Population



**7% Annual
Growth Rate**



43 Years

Tree City USA

Centrally located between Fort Collins and Denver along the thriving I-25 corridor, Berthoud is rapidly emerging as a recreational hotspot for all ages. With its bike park, skate park, and pickleball courts, Berthoud provides a wealth of activities that everyone can enjoy.

\$126 K

**Average
Household
Income**



**Recreation Center
56,000-sq/ft facility**

39

**Median
Age**



BERTHOUD RECREATION SPONSORSHIP LEVELS

- 13,000+ MONTHLY RECREATION CENTER VISITORS
- 5,000+ QUARTERLY BROCHURE VIEWS
- 6,500+ MONTHLY E-NEWSLETTER SUBSCRIBERS
- 13,500+ SOCIAL MEDIA FOLLOWERS

MVP Sponsor \$3500 (valid for one calendar year)

- Select one space: North Court, South Court, or Bouldering Wall for one year
- Your business name/logo will be on the back of all youth sports T-shirts for Strikers, Lombardis, Spikers, Sluggers, and Dribblers throughout the year
- Your business name/logo displayed on Berthoud Recreation print and digital receipts for one year
- Continuous 55" REACH TV advertisement inside the Berthoud Recreation Center through December 31, 2026
- Business spotlight in one activity guide, plus business name/logo featured in all activity guides
- Business spotlight in one Berthoud Recreation E-Newsletter
- Business name/logo and a link to your website featured on the Berthoud Recreation website
- One social media post highlighting your business, including a link to your website

All Star Sponsor \$2200 (valid for one calendar year)

- Sponsor four youth sports teams or the Berthoud Bullsharks swim team (one team per season)
- Continuous 55" REACH TV advertisement inside the Berthoud Recreation Center through December 31, 2026
- Business spotlight in one activity guide and business name/logo featured in all activity guides
- Business spotlight in one Berthoud Recreation E-Newsletter
- Business name/logo and a link to your website featured on the Berthoud Recreation website
- One social media post highlighting your business, including a link to your website

Champion Sponsor \$1000 (valid for one calendar year)

- Sponsor a youth sports team during the spring, summer, and fall seasons (three teams total)
- Company feather flags (14-feet) displayed at Waggener Farm Park athletic fields on game days
- Business logo featured on Teamsideline.com and business name on all game schedules
- Business name/logo featured in all activity guides

SPECIAL EVENT SPONSORSHIP LEVELS

- 13,000+ MONTHLY RECREATION CENTER VISITORS
- 5,000+ QUARTERLY BROCHURE VIEWS
- 6,500+ MONTHLY E-NEWSLETTER SUBSCRIBERS
- 13,500+ SOCIAL MEDIA FOLLOWERS

The Town of Berthoud presents sponsorship opportunities for its annual special events through two tiers. By sponsoring our events, you will boost your business visibility while supporting the local community, allowing for unique interaction and engagement with residents. Join us in making a positive impact in Berthoud!

Title Event Sponsor \$450

(exclusive - your event choice from 2026 calendar list)

- Your business is the main event sponsor
- Dedicated event page in our seasonal activity guide showcasing your business name/logo
- Business name/logo displayed on the Berthoud Recreation website event page
- Booth space available at: Spring Craft Fair, Winter Craft Fair, and Berthoud Runs
- Includes all benefits from the Event Sponsor package

Event Sponsor \$300

(your event choice from 2026 calendar list)

- Business name/logo displayed on the Berthoud Recreation website event page
- Print, digital, and social media promotions featuring your business name/logo
- 55" REACH TV advertisement inside the Berthoud Recreation Center for at least 30 days
- A-Frame event sign inside the Berthoud Recreation Center displaying your business name/logo
- Business name/logo featured on race day bibs (applies to Berthoud Runs only)
- Your promotional materials displayed at the sponsor table during the event
- Social media recognition

GREAT DEAL!
4 EVENTS
~~\$1200~~
\$1000



SPECIAL EVENTS

- 10 SPECIAL EVENTS
- 10% ANNUAL AVERAGE GROWTH
IN EVENT ATTENDANCE AND
MARKETING ENGAGEMENT

2026 CALENDAR

JANUARY

- Berthoud's Splash & Glow Swim
January 3, 2027

MARCH

- St. Patty's Day Run
March 14, 2026
- Mother & Son Nerf Mania
March 21, 2026

APRIL

- Spring Craft Fair
April 18, 2026

JUNE

- Skate-A-Palooza
June 21, 2026
- Firework Color Run
June 27, 2026

AUGUST

- End of Summer Bash
August 7, 2026

SEPTEMBER

- Father Daughter Dance
September 19, 2026

OCTOBER

- Zombie Fun Run
October 17, 2026

DECEMBER

- Winter Craft Fair
December 5, 2026



PICKLEBALL COURT SPONSORSHIP

- MARCH-NOVEMBER 2026
- ADULT CO-ED AND WOMENS LEAGUES
- YOUTH LEAGUES

Pickleball is one of the fastest growing sports in the nation, and it's booming right here in Berthoud! With multiple leagues running throughout the spring, summer, and fall, and year round drop in play, Waggener Farm Park attracts consistent foot traffic from active adults and sports enthusiasts. Sponsoring our pickleball courts gives your business high visibility, meaningful community engagement, and a unique opportunity to support one of today's most in demand recreational activities.

Pickleball Court Sponsor \$1500

- Company banner (3'x5') displayed inside one of the Waggener Farm Pickleball Courts (choose from Courts 1-8)
- Business name/logo featured in all outdoor pickleball print and digital promotions
- Business name/logo included in emails sent to outdoor pickleball league participants
- Continuous 55" REACH TV advertisement inside the Berthoud Recreation Center
- One complimentary pickleball court rental, up to 4 hours (date restrictions apply)



TOWN OF BERTHOUD 3RD OF JULY

- 8TH ANNUAL EVENT
- FIREWORK SHOW AT DUSK
- 14,000+ 2025 ESTIMATED ATTENDANCE

The Town of Berthoud is excited to host its annual 3rd of July celebration in honor of our country's independence. This event will feature a variety of family-friendly activities, including inflatables, games, food trucks, live music, and a beer garden. With more than 14,000 visitors attending, it's the perfect opportunity for businesses to shine. Be sure not to miss the grand finale of the evening, a spectacular fireworks display at dusk, with the best views in town.

Platinum Sponsor \$2500



- Your business promoted as the main event sponsor
- Event advertisement in NOCO Magazine's digital newsletter featuring your business name/logo
- Press release in the local newspaper highlighting your business name/logo
- Opportunity to display a banner on the event stage (banner provided by your business)
- Reserved booth space at the event
- VIP parking privileges (limit two vehicles)
- Recognition announcements during the event
- Includes all benefits from the Community Sponsor package

Community Sponsor \$500



- Event spotlight in the seasonal activity guide featuring your business name/logo
- Event page on the Town of Berthoud website featuring your business name/logo
- Monthly newsletter promoting the event and featuring your business name/logo
- Print, digital, and social media promotions highlighting your business name/logo
- 55" REACH TV advertisement inside the Berthoud Recreation Center for at least 30 days
- A-Frame event sign inside the Berthoud Recreation Center displaying your business name/logo

