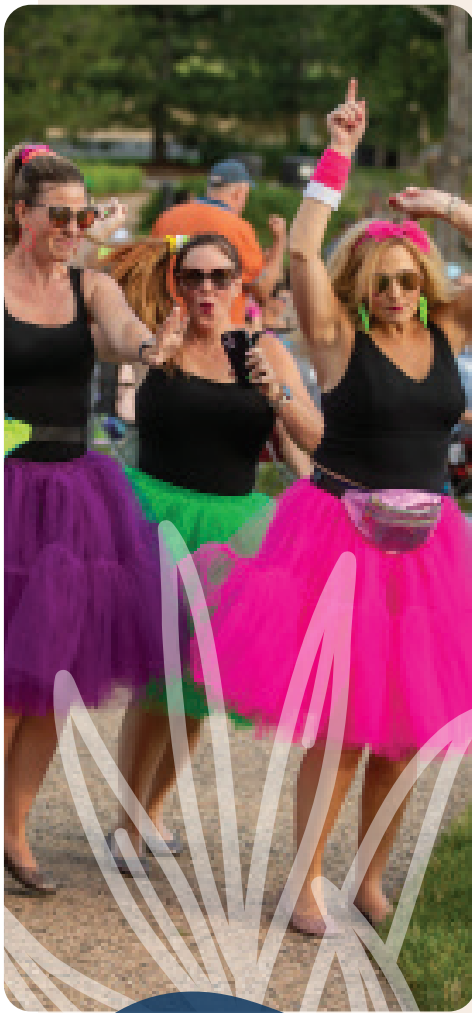


2024 SPONSORSHIP OPPORTUNITIES





Dear Community Partner,

We are excited to share another full community event line-up with you. We invite you to join us in activating great places and creating memorable experiences in northern Colorado in 2024.

Each year, with the help of our generous local sponsors and partners, we are able to elevate and grow our community programming while benefitting our local non-profit partners.

What we appreciate most is the opportunity to showcase our community partners, help bring awareness to your organization and the services you offer northern Colorado in addition to highlighting the value you help bring to our community each day.

Together we deliver smiles to children's faces, help families create new memories, and continue to provide authentic community experiences that keep residents and visitors returning to our great region.

We customize all our Centerra sponsorship packages in an effort to build a package that works within your budget, aligns with your marketing goals, and targets your core business audience. Please note that prices inside this document are a guide based on overall values our partners receive. Payment installments, multi-year and multi-event discounts are all available.

When you are ready to discuss, we look forward to meeting with you to create a package and contract that best meets your needs.

Centerra created the Centerra Engagement Assembly (CEA) in 2020 to take what is already a vigorous arts and events scene in Centerra to new heights. We look forward to working with you!



Christine Jakupovic

Centerra Engagement Assembly
centerra@coherelife.com

(480) 550-2478

2024 SPONSORSHIP OPPORTUNITIES

in a nutshell

EVENT	GOLD*	SILVER*	BRONZE*
Sounds of Centerra	SOLD	\$3,500	\$1,500
Wild Wonderful Weekend	\$5,000	\$3,500	\$1,500
Halloween Hullabaloo	\$5,000	SOLD	\$1,500
Santa's Workshop	\$3,500	\$1,500	\$750

* Custom and annual sponsorship packages available.



*A place that celebrates a new kind of togetherness.
Connected and creative and still Certified Wild.*



Sounds of Centerra

July 5, 12, 19, 26 | 7-9 p.m. | Chapungu Sculpture Park

Ask about sponsorships for single & full concert series



Returning for its 16th year, this 4-week summer concert series brings together people of all ages, from all over northern Colorado, while increasing awareness of local businesses and non-profits. Concertgoers relax on their camp chairs, picnic with friends and family, and dance on Chapungu's Great Lawn, while enjoying well known local bands.

Marketing & Brand Exposure

- Sponsor exposure - 2 months (June - July)
- Attendance - Up to 2,000 concertgoers weekly
- Demographic - Families, seniors, singles, all ages
- Local bands and big name draws
- Featured on the event webpage

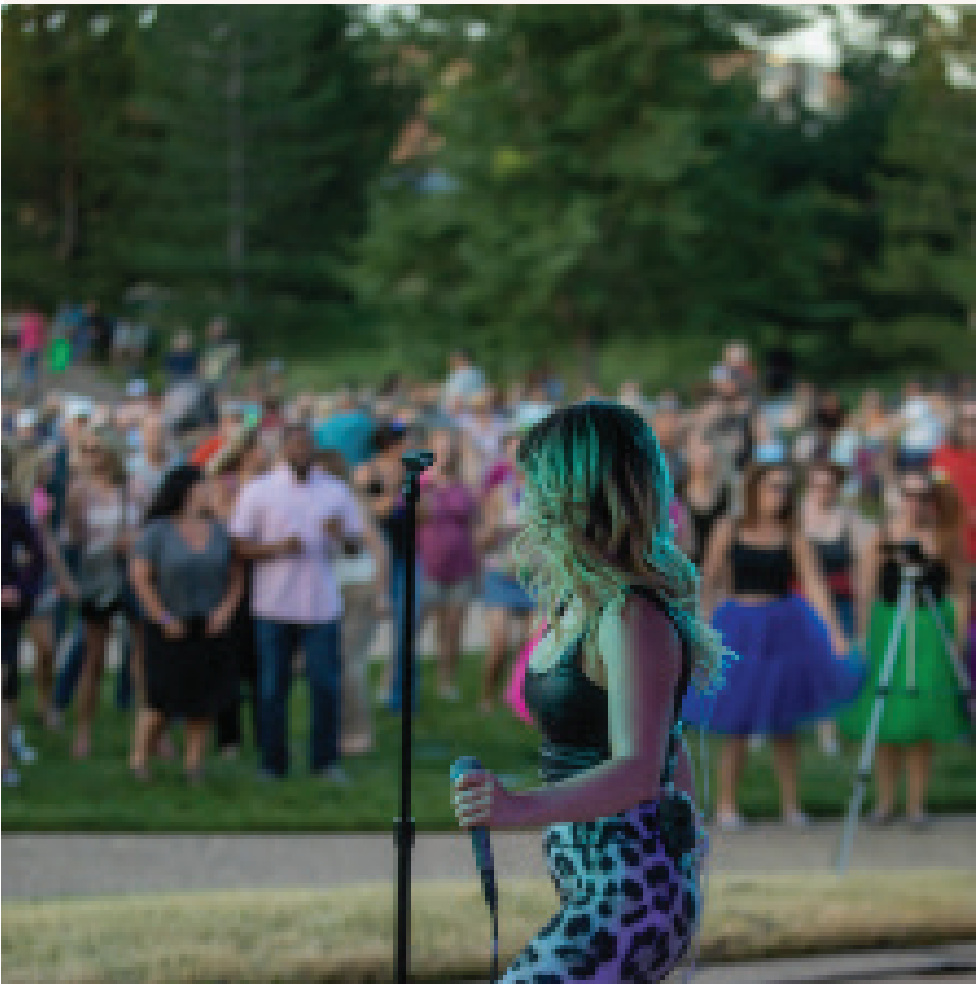
2024 Sounds of Centerra COMMUNITY CONCERTS

July 5: The Long Run (Eagles tribute)

July 12: Face Vocal Band (vocal rock)

July 19: That Eighties Band

July 26: Soul School (funk)



GOLD SPONSOR

your branded
flag or banner
near the stage
for all to see

Gold Sponsor - \$5,000



Company name/logo featured in event marketing, including:

- Promotional materials and press release
- Centerra.com website listing
- Centerra newsletter e-blast (over 1,200 subscribers)
- Social media inclusion (6.8K followers)
- Radio promotion
- Posters displayed across northern Colorado

On-site promotion:

- 10'x10' booth space at all events (must provide tent, table and staff)
- Right to distribute pre-approved branded promotional/marketing items
- 2 banners (one near stage and one on lawn)
- Stage recognition
- Logo inclusion on promotional giveaways
- Logo inclusion on weekly raffle drawing of 2 branded camp chairs

CERTIFIED WILD BONUS

- Centerra VIP experience for 25 guests

Silver Sponsor - \$3,500

Company name/logo featured in all event marketing, including:

- Promotional materials and press release
- Centerra.com website listing
- Centerra newsletter e-blast (over 1,200 subscribers)
- Social media inclusion (6.8K followers)
- Posters displayed across northern Colorado

On-site promotion:

- 10'x10' booth space at all events (must provide tent, table and staff)
- Right to distribute pre-approved branded promotional/marketing items
- 1 banner (on lawn)
- Stage recognition



Inclusion in these marketing materials is dependent on an executed contract prior to printing deadline.

Bronze Sponsor - \$1,500

Company name/logo featured in all event marketing, including:

- Promotional materials
- Centerra.com website listing
- Centerra newsletter e-blast (over 1,200 subscribers)
- Social media inclusion (6.8K followers)
- Posters displayed across northern Colorado

Wild Wonderful Weekend

Sept. 13 - 15 | Events Centerra-wide

This weekend-long festival celebrates Centerra's Certified Wild status and benefits local non-profit, High Plains Environmental Center (HPEC). Our highest profile event of the year, it draws residents from all over northern Colorado and parts of Wyoming.

The adventure begins on Friday night with an al fresco dinner under the stars for friends of HPEC. On Saturday, kids can let out their inner animals at our Wild Zone, filled with interactive activities, like rock climbing. Saturday night all are invited to dust off their boots for the Harvest Jamboree where homestyle cooking and live country music will get toes tapping. Then, we come back to the land at HPEC's farm-to-table brunch on Sunday.

Sprinkled in throughout the weekend are nature walks led by environmental experts from HPEC and other opportunities to learn how to preserve our unique natural environment in Colorado.

Marketing & Brand Exposure

- Sponsor exposure - 3 months (July - August) marketing begins in July at SoC
- Attendance - Up to 4,000 festival goers
- Demographic - Families, seniors, singles, all ages
- Featured on the event webpage



ALL SPONSORS RECEIVE THESE *WILD* PROMOTIONS

Company name/logo featured in event marketing, including:

- Promotional materials and press release
- Centerra.com website listing
- Centerra newsletter e-blast (over 1,200 subscribers)
- Social media inclusion (6.8K followers)
- Posters displayed across northern Colorado
- Right to distribute pre-approved branded promotional items.



Gold Sponsor - \$5,000

Plus, All 6 *WILD* promotions
ON-SITE PROMOTION

- 10'x10' booth space at Wild Zone (must provide tent, table and staff)
- Radio promotion as WWW sponsor
- Right to distribute pre-approved branded promotional/marketing items
- Branded banner at events
- Logo inclusion on a promotional giveaway

CERTIFIED WILD HOSPITALITY

- 8 farm-to-table seats



Inclusion in these marketing materials is dependent on an executed contract prior to printing deadline.

Silver Sponsor - \$3,500

Plus, All 6 *WILD* promotions
CERTIFIED WILD HOSPITALITY

- 4 farm-to-table seats

ON-SITE PROMOTION

- 10'x10' booth space at Wild Zone (must provide tent, table and staff)
- Right to distribute pre-approved branded promotional/marketing items
- Branded banner at events

Bronze Sponsor - \$1,500

Plus, All 6 *WILD* promotions
10'x10' booth space at Wild Zone (must provide tent, table and staff)

CERTIFIED WILD HOSPITALITY

- 2 farm-to-table seats



Halloween Hullabaloo

Saturday, Oct. 26 | 12 – 4 p.m. | Centerra Marketplace

This street festival provides a safe and fun environment for children of northern Colorado to come trick or treat, as well as raise awareness for Thompson Education Foundation. Guests join other costumed creatures to enjoy this spooktacular event featuring a wide variety of complementary and interactive activities for all ages, including dj-led games, free trick or treating at businessmember booths, face painting, costume contest, and other festivities.

Marketing & Brand Exposure

- Sponsor exposure - 2 months (Sept. - Oct.)
- Attendance - 4,000+ attendees
- Demographic - Families



Gold Sponsor - \$5,000

Company name/logo featured in event marketing, including:

- Promotional materials and press release
- Centerra.com website listing
- Centerra newsletter e-blast (over 1,200 subscribers)
- Social media inclusion (6.8K followers)
- Radio promotion
- Posters displayed across northern Colorado

On-site promotion:

- 10'x10' provided booth space at event
- Right to distribute pre-approved branded promotional/marketing items
- 2 banners (one near stage and one near featured activity)
- Stage recognition
- Logo inclusion on promotional giveaway



Inclusion in these marketing materials is dependent on an executed contract prior to printing deadline.

CERTIFIED WILD BONUS

- Featured activity patron. Choice of globe photobooth or inflatable obstacle course
- Costume-contest judge



Silver Sponsor - \$3,500

Company name/logo featured in event marketing, including:

- Promotional materials and press release
- Centerra.com website listing
- Centerra newsletter e-blast (over 1,200 subscribers)
- Social media inclusion (6.8K followers)
- Posters displayed across northern Colorado

On-site promotion:

- 10'x10' provided booth space at event
- Right to distribute pre-approved branded promotional/marketing items
- 1 banner (at your booth)
- Stage recognition

Bronze Sponsor - \$1,500

Company name/logo featured in event marketing, including:

- 10'x10' provided booth space at event
- Promotional materials and press release
- Centerra.com website listing
- Centerra newsletter e-blast (over 1,200 subscribers)
- Social media inclusion (6.8 K followers)
- Posters displayed across northern Colorado



Santa's Workshop

Saturdays, Nov 30 & Dec 7, 14 | 11 - 3 p.m. | Loveland Visitor Center



In partnership with Visit Loveland and the Loveland Chamber of Commerce, Santa comes to Centerra for a magical, indoor, fully immersive experience for kids of all ages to enjoy. All guests are encouraged to bring donations for Larimer County Food Bank.



Marketing & Brand Exposure

- Sponsor exposure - 1 month (Nov. - Dec.)
- Attendance - 1,000+ attendees
- Demographic - Families



Gold Sponsor - \$3,500

Company name/logo featured in all event marketing, including:

- Promotional materials and press release
- Centerra.com website listing
- Centerra newsletter e-blast (over 1,200 subscribers)
- Social media inclusion (6.8K followers)
- Radio promotion
- Posters displayed across northern Colorado

On-site promotion:

- 10'x10' booth space at all events (must provide tent, table and staff)
- Right to distribute pre-approved branded promotional/marketing items
- 2 banners (one near entrance and one near featured activity)
- Logo inclusion on promotional giveaway

Inclusion in these marketing materials is dependent on an executed contract prior to printing deadline.

CERTIFIED WILD BONUS
Featured activity patron.
Choice of snow globe
photobooth, trackless train, or
trolley sponsor.



Silver Sponsor - \$1,500

Company name/logo featured in all event marketing, including:

- Promotional materials and press release
- Centerra.com website listing
- Centerra newsletter e-blast (over 1,200 subscribers)
- Social media inclusion (6.8K followers)
- Posters displayed across northern Colorado

On-site promotion:

- 10'x10' booth space at all events (must provide tent, table and staff)
- Right to distribute pre-approved branded promotional/marketing items
- 1 banner (at entrance)

Bring your photo-ready
company mascot

Bronze Sponsor - \$750

Company name/logo featured in all event marketing, including:

- Promotional materials and press release
- Centerra.com website listing
- Centerra newsletter e-blast (over 1,200 subscribers)
- Social media inclusion (6.8K followers)
- Posters displayed across northern Colorado



Who We Are

In Centerra, we like to think of the physical place — the offices, homes, trails, lakes, parks and so forth — as a stage. (A stage where the backdrop just happens to be the Rocky Mountains.) And community is all the wonderful scenes — the outdoor concerts and movie nights, the food truck roundups and veggie swaps, the holiday celebrations and volunteer days — that play out on that stage. In other words, we think of “community” more as a verb than a noun. So when we say “Let’s Centerra,” you know what we mean.

Powered by the Centerra Engagement Assembly

Culture requires cultivation. To emerge and grow within a community, culture needs visionaries and champions. We’ve created a new organization, the Centerra Engagement Assembly (CEA), to take what is already a vigorous arts and events scene in Centerra to new heights. We’re talking new kinds of gatherings, big and small. Some will be just for Centerra residents and/or tenant businesses. Others, such as the Wild Wonderful Weekend, will invite the general public to come experience the music, art, love of nature and sense of fun that is the heart and soul of the Centerra community.

Centerra Engagement Assembly Vision

Centerra is a community developed with purpose and vision, thoughtfully designed to foster a shared sense of identity, belonging, and pride and to leverage the unique, natural surroundings of Colorado’s Front Range in an urban environment. We believe in placing equal emphasis on caring for the built environment as we do in caring for the residents and businesses that call Centerra home.

In pursuit of that goal, we create programs, activities, and services that facilitate neighbor-to-neighbor and business-to-neighbor interaction, community engagement, and shared responsibility for the quality of life in Centerra.

The mission of Centerra Engagement Assembly is to foster the development of the urban heart of northern Colorado – a vibrant community committed to environmental stewardship, healthy living and innovation.

CENTERRA