



WESTMINSTER  
Parks, Recreation & Libraries

2026

# SPONSORSHIP *Opportunities*



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*Ready to Connect?*

To discuss partnership opportunities and explore ways we can bring your brand to life in Westminster contact:

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# BRING YOUR BRAND TO LIFE IN WESTMINSTER!

Nestled between Boulder and Denver, the City of Westminster is celebrated for its vibrant community and exceptional year-round events. From the lively Westy Fest, drawing over 37,000 attendees, to our cherished Movies in the Parks series, there's truly something for everyone. Our distinctive events including large family-friendly festivals, outdoor theater performances, and craft beer festivals bring together diverse audiences seeking connection and fun.

We invite you to join us in serving not just Westminster residents, but visitors from across the region. Parks, Recreation & Libraries consistently earns recognition as the City's most beloved department, and we are committed to delivering extraordinary community experiences in our award-winning parks and facilities. A recent survey reveals that our residents are eager for even more events, and we're dedicated to expanding our offerings to reach an even broader audience. We believe your brand has the potential to play a key role in this exciting journey.

## WHY PARTNER WITH US?

**Unmatched Brand Exposure:** The City of Westminster Parks, Recreation & Libraries Department is a trusted name with a strong reputation for excellence. By partnering with us, your brand will be showcased alongside highly anticipated events, award-winning parks, and state-of-the-art facilities. With a variety of sponsorship opportunities—ranging from special events to park or trail adoptions to facility branding—you'll connect with a broad, engaged audience.

**Reach a Wide and Diverse Audience:** Our robust marketing network ensures your brand is seen by thousands of residents and visitors. From social media and on-site signage to TV screens in facilities and printed materials, we offer multiple touchpoints to maximize your visibility and drive meaningful connections.



# Life in Westminster



**118,000**  
RESIDENTS



**34**  
CITY SIZE IN  
SQUARE MILES



**6,600**  
ACRES OF OPEN  
SPACE AND PARKS



**125+**  
MILES OF TRAILS



**64**  
DEVELOPED PARKS



**2**  
GOLF COURSES



**7**  
RECREATION  
CENTERS

A woman with short black hair and glasses is smiling and playing a drum. She is wearing a black kimono with white and purple patterns and a red sash. She is holding two wooden drumsticks. The background shows a blue sky and a metal structure, possibly part of a stage or festival setup.

**100%** of our advertising and sponsorship fees support art, cultural initiatives, programs, and facilities that enrich Westminster's quality of life.

"School of Rock is a thriving music community and it's important to us to stay connected with the local scene. We love working with City of Westminster to collaborate on events such as Westy Fest and the annual Holiday Lighting Ceremony. The City staff is extremely organized and their events are well-attended. Lots of our students live in Westminster and it's a blast to see so many familiar faces when our band plays at a City event."

**SCHOOL OF ROCK**  
BROOMFIELD



## TARGETING CUSTOMERS IN THE WESTMINSTER AREA?

Let Westminster's Department of Parks, Recreation & Libraries spread your message and brand; we've got the eyes and ears of your community! As ambassadors of nature, wellness and literacy, our credibility is unrivaled, and our customer loyalty is unmatched. We believe we can reach further—and with greater authority—than any other local advertising outlet.

Plus, when you advertise with us or sponsor one of our popular special events, you have the satisfaction of knowing that your advertising dollars are being reinvested into the local community. 100% of our advertising and sponsorship fees support art, cultural initiatives, programs, and facilities that enrich Westminster's quality of life.

## LOOKING FOR A MORE INTERACTIVE MARKETING EXPERIENCE?

Let the City of Westminster help you expand your marketing message throughout the year with our event sponsorship. With attendance of up to 37,000 per event, sponsoring an event will create a positive and immersive dialog with your audience! Reach out to your community with impressions exceeding 1,000,000 for all events.

## AMPLIFY YOUR MESSAGE TO THE PEOPLE WHO MATTER MOST—YOUR HOMETOWN COMMUNITY!

Tired of overspending your advertising dollars reaching the entire metro-Denver marketplace when you really just want to target your local customers? Frustrated by the lack of local advertising opportunities? The Department of Parks, Recreation & Libraries has several exciting and affordable opportunities for you!

# Our (Your) Reach



@WestminsterParksandRecreation  
20K+ FOLLOWERS



@WestyParksRecLibraries



### 1,000+

Daily average people  
visiting our recreation  
centers

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Reach out to your  
community with  
*impressions*  
*exceeding*  
**1,000,000**  
for all events.

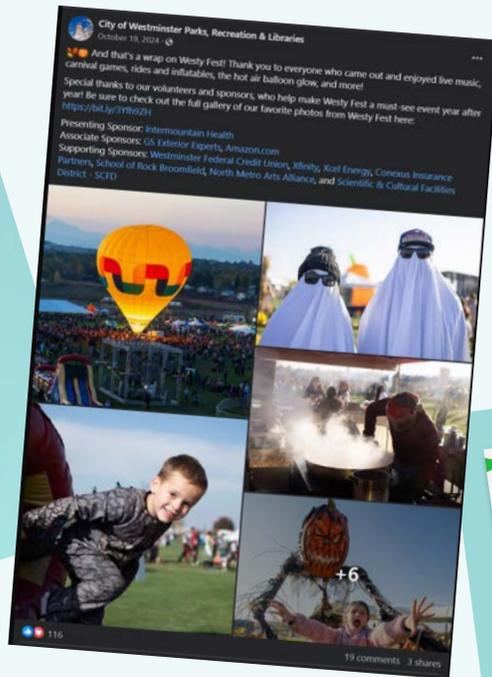
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### 67,000

Printed Parks, Recreation & Libraries Activity Guides sent out to 62,000 households and all of our recreation facilities, libraries, and golf courses. (Guide is also sent out via e-blast to over 71,000 subscribers.)

# MAJOR EVENT PRICING SHEETS



## All event marketing includes:

The full print and social media campaign for each event mentions sponsors everywhere possible. It's mutually beneficial—we want to brag about you because you make us look good!

**WEB BASED MARKETING**

- Social media posts leading up to and following events.
- City website calendars.
- 24/7, rotating digital slides on recreation center, golf course, and library TV screens.
- Emailed to list of 71,000 subscribers.

**PRINT MARKETING**

- Flyers & posters throughout recreation facilities, libraries, and golf courses.
- Banners on roadsides at key intersections.
- On-site event signage.

**ACTIVITY GUIDE**

- All events are included in the Parks Recreation & Libraries Activity Guide.
- Printed and sent out to 62,000 Westminster households, recreation centers, golf courses, and libraries three times a year.
- Posted digitally on our website and social media platforms.
- Emailed to list of 71,000 subscribers.

# GREAT GLOBAL CLEANUP



“We have been sponsors of Westminster’s Great Global Clean Up event for a few years now. The process is very easy and we’ve seen a great return on investment!”



## THE PERKS

## SUPPORTING \$2,000 (2 spots)

Booth	12' x 12'
Logo placement on all promotional materials (print and digital)	Tier 1
End of event social media post thanking sponsors	✓
Print ads in the Activity Guide	1/4-Page (1) \$750 value

## April 19-25

Various locations throughout Westminster

IMPRESSIONS: 2,155,620

Volunteers celebrate Earth Day by spring cleaning Westminster and the Hyland Hills Park and Recreation District.

2025 ATTENDANCE: 1,000

# Free! MOVIES in the PARK



## THE PERKS

## PRESENTING \$5,000

## SUPPORTING \$3,000 (2 spots)

Booth	12' x 12'	12' x 12'
Logo placement on all promotional materials (print and digital)	Tier 1	Tier 2
Stage recognition	✓	✓
End of event social media post thanking sponsors	✓	✓
Food truck tickets	6	2
Categorical exclusivity	✓	✓
Print ads in the Activity Guide	Full-Page (1) \$1,400 Value	1/4-Page (1) \$750 value

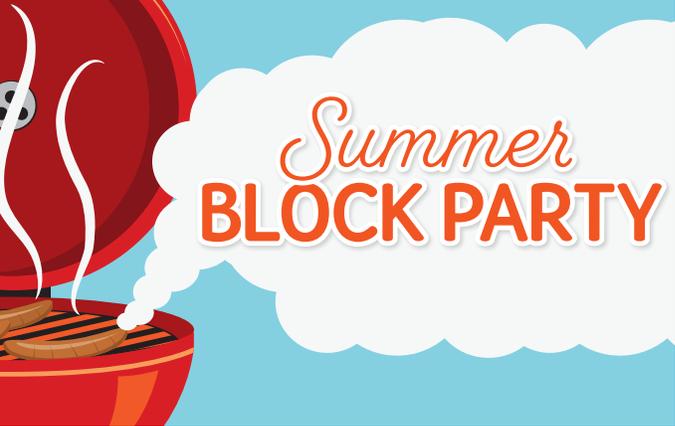
## May-August (Fridays)

Various locations

IMPRESSIONS: 8 million

Nothing says summer like family movie night under the stars! Grab your chairs and blankets and join us for free, kid-friendly screenings in a Westminster park near you.

2025 ATTENDANCE: 2,350



**THE PERKS**

**SUPPORTING**

\$2,000 (2 spots)

Booth	12' x 12'
Logo placement on trailer as well as all promotional materials (print and digital)	Tier 1
Stage recognition	✓
End of event social media post thanking sponsors	✓
Tear drop flag with logo at every activation	✓
Categorical exclusivity	✓
Print ads in the Activity Guide	1/4-Page (1) \$750 value

**June 5**

Historic Westminster

IMPRESSIONS: 2 million

Celebrate summer in Historic Westminster with a free family block party. Enjoy fire truck rides, bounce castles, live music, and hot dogs.

2025 ATTENDANCE: 0 (rain out)

2024 ATTENDANCE: 1,400



**THE PERKS**

**SUPPORTING**

\$1,500

Booth	12' x 12'
Logo placement on trailer as well as all promotional materials (print and digital)	Tier 1
Tear drop flag with logo at every activation	✓
Print ads in the Activity Guide	1/4-Page (1) \$750 value

**May-October**

Various locations

IMPRESSIONS: 2 million

We're back with fun and dynamic art classes for the whole family! Enjoy time with your friends and family in our beautiful neighborhood parks while creating a variety of arts & crafts!

2025 ATTENDANCE: 800

“Supporting and celebrating local communities, like the City of Westminster, is part of Xfinity’s DNA. As a proud, long-standing partner of the City, Xfinity is committed to keeping our communities connected to what matters most.”

xfinity





THE PERKS	PRESENTING \$8,000	ASSOCIATE \$4,000 (2 spots)	SUPPORTING \$2,000 (6 spots)
Booth	20' x 20' (or two 20' x 12')	12' x 20' (or two 12' x 12')	12' x 12'
Logo placement on all promotional materials (print and digital)	Tier 1	Tier 2	Tier 3
Stage recognition	✓	✓	✓
Facebook post highlighting event asset & activation	✓	✓	
End of event social media post thanking sponsors	✓	✓	✓
Logo on signature asset	Stage	Activity Areas	
Categorical exclusivity	✓	✓	✓
Print ads in the Activity Guide	Full-Page (1) \$1,400 Value	½-Page (1) \$1,000 value	¼-Page (1) \$750 value

## July 4

Westminster City Park

IMPRESSIONS: 2-3 million

The best fireworks display in the north metro area! This family-friendly event features fun activities, food vendors, live entertainment, and a fireworks show.

2025 ATTENDANCE: 14,000





THE PERKS	PRESENTING \$8,000	ASSOCIATE \$5,000 (2 spots)	SUPPORTING \$3,000 (6 spots)
Booth	20' x 20' (or two 20' x 12')	12' x 20' (or two 12' x 12')	12' x 12'
Logo placement on all promotional materials (print and digital)	Tier 1	Tier 2	Tier 3
Stage recognition	✓	✓	✓
Facebook post highlighting event asset & activation	✓	✓	
End of event social media post thanking sponsors	✓	✓	✓
Logo on signature asset	Beer Glasses	Stage or VIP area	
VIP admission	20	10	6
VIP parking	6	4	2
Categorical exclusivity	✓	✓	✓
Print ads in the Activity Guide	Full-Page (1) \$1,400 Value	½-Page (1) \$1,000 value	¼-Page (1) \$750 value

## July 25

Westminster City Park

IMPRESSIONS: 1-1.5 million

Westminster's premier beer festival sells out fast and features unlimited samples from 35 regional breweries, live music, food trucks and unparalleled vistas of the Front Range. Beer sampling is for adults 21+ only.

2025 ATTENDANCE  
CAPPED AT: 2,000





THE PERKS	PRESENTING \$16,000	ASSOCIATE \$8,000 (4 spots)	SUPPORTING \$4,500 (6 spots)	PARTNER
Booth	20' x 20' (or two 20' x 12')	12' x 20' (or two 12' x 12')	12' x 12'	12' x 12'
Logo placement on all promotional materials (print and digital)	Tier 1	Tier 2	Tier 3	Tier 3
Stage recognition	✓	✓	✓	✓
Facebook post highlighting event asset & activation	✓	✓		
End of event social media post thanking sponsors	✓	✓	✓	
Logo on signature asset	✓	✓		
VIP admission	20	10	5	
VIP parking	6	4	2	2
Categorical exclusivity	✓	✓	✓	
Print ads in the Activity Guide	Full-Page (2) \$2,800 Value	½-Page (1) \$1,000 value	¼-Page (1) \$750 value	

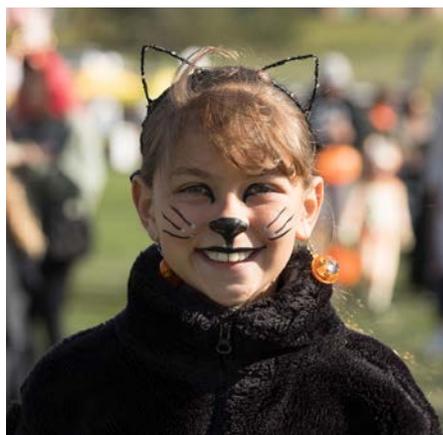
## October 17

Westminster City Park

IMPRESSIONS: 3.5-5 million

Westminster's most popular family-friendly event! This free, all day fall festival features spectacular hot air balloons, carnival games, live music, a pumpkin patch, arts and crafts, food trucks, and beer!

2025 ATTENDANCE: 37,000





“Intermountain Health is proud to partner with the City of Westminster, whose commitment to the community mirrors our own. Together we are dedicated to enhancing the well-being of our communities, providing greater access to healthcare services and helping people live the healthiest lives possible.”



# Holiday Lighting

CEREMONY & DISPLAY



THE PERKS	PRESENTING \$8,000	ASSOCIATE \$4,000 (2 spots)
Booth	20' x 12'	12' x 12'
Logo placement on all promotional materials (print and digital)	Tier 1	Tier 2
Stage recognition	✓	✓
Facebook post highlighting event asset & activation	✓	✓
End of event social media post thanking sponsors	✓	✓
Logo on signature asset during six week season	Christmas Tree	Train or Sleigh
VIP parking	6	4
Categorical exclusivity	✓	✓
Print ads in the Activity Guide	Full-Page (1) \$1,400 Value	½-Page (1) \$1,000 value

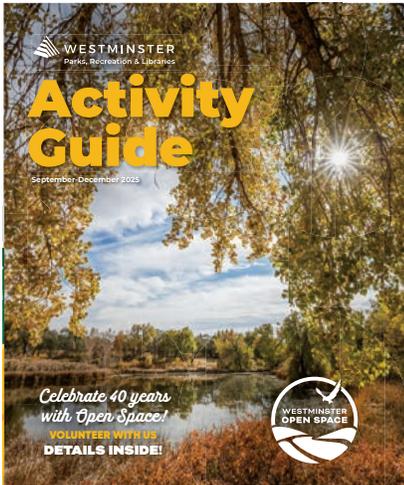
**HOLIDAY DISPLAY:**  
**Dec. 5-Late Jan.**  
**CEREMONY: Dec. 5**  
 Westminster City Hall

IMPRESSIONS: 2.5-3 million

This free, family-friendly event features a magical wonderland of lights, live holiday music, food trucks, carnival games and visits with Santa.

2025 CEREMONY  
 ATTENDANCE: 7,000

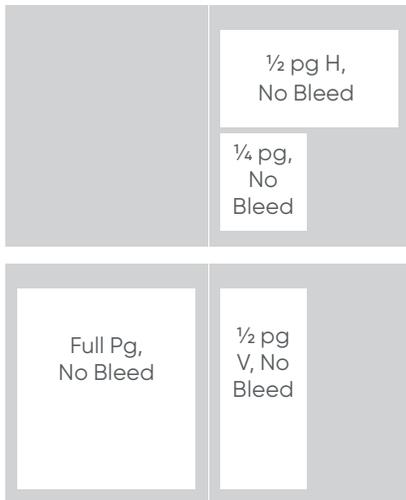
# ACTIVITY GUIDE ADS, WESTY ADS & RADIO WESTMINSTER



We've got the eyes and ears of your audience! Westminster's Activity Guide is published three times a year (April, August, and December) and is mailed to over 62,000 households. 5,000 additional copies are delivered to our recreation facilities, libraries, golf courses, and local businesses, and a digital copy is sent out via e-blast to over 71,000 subscribers.

## ADVERTISING RATES:

Ad Size	Single Issue	Annual Agreement (3 consecutive issues)
Full Page	\$1,500	\$1,300 (\$3,900 total)
Half Page	\$1,000	\$800 (\$2,400 total)
Quarter Page	\$750	\$650 (\$1,950 total)



## AD SPECS & DIMENSIONS

### Quarter Page (No bleed)

3.2"w x 3.65"h

### Half Page Horizontal (No bleed)

6.75"w x 4"h

### Half Page Vertical (No bleed)

3.25"w x 8.25"h

### Full Page (No bleed)

6.75"w x 8.25"h

## SUBMISSIONS OF DIGITAL ADVERTISEMENTS

We prefer advertising be submitted in PDF format. PDFs must be high resolution (300 dpi), CMYK with fonts converted to outline or embedded.

## POSITION

Positioning of advertisements is at the discretion of the publisher unless guaranteed premium position is contracted.

## IMPORTANT PUBLICATION DATES

### SUMMER: May-Aug. 2026

Ad Reservation	Feb 1
Artwork Due	1st week of Feb.
Publication Release	Early April

### FALL: Sept.-Dec. 2026

Ad Reservation	June 1
Artwork Due	1st week of June
Publication Release	Early Aug.

### WINTER/SPRING: Jan.-Apr. 2027

Ad Reservation	Mid-Sept.
Artwork Due	Mid-Sept.
Publication Release	Early Dec.

# RADIO

Westminster Parks & Recreation is pleased to present a unique advertising opportunity to your business or organization. We continue to draw great numbers to our five community fitness recreation centers, and we believe your business or organization can benefit greatly by advertising on our in-house station, Westminster Radio.

Your business or organization will be able to gain valuable exposure to the 35,000 community members and guests who spend time in our fitness recreation centers every month. Westminster Radio is our own custom radio station – with DJs, great music and commercials for businesses or organizations like yours.

Westminster Radio has a great mix of upbeat, family-friendly music and can be clearly heard throughout all areas of each recreation center. Best of all, our guests are guaranteed to hear your commercials because they can't change the channel!



## WESTMINSTER RADIO/QUARTERLY CAMPAIGN

There are three (3) Westminster Radio advertising options available on a quarterly basis:

Level	Monthly Commercials Per Location	Total Commercials Per Month	Monthly Investment	Per Commercial
1	50+*	250	\$750	\$3.00
2	125+	625	\$1,250	\$2.00
3	200+	1,000	\$1,800	\$1.80

- If needed, we will write and produce one (1) 30 second radio commercial for your business or organization at no charge. Production fees for additional commercials are just \$50 per commercial.

## 2026 TITLE SPONSORSHIP Title Sponsorship Agreement

Includes over 65,000 impressions during the 12-month title sponsorship period, plus invaluable face-to-face exposure with members and guests during in-house appearances, and exclusivity in your category!

\*Investment = \$25,000

## WESTY MAGAZINE/QUARTELY PUBLICATION

The Westy magazine is released in March, June, September, and November. It reaches approximately 60,000 households by mail, with an additional 3,000 copies distributed across local recreation centers and libraries.



### AD SPECS & DIMENSIONS

#### Quarter Page

4w × 5.25"h plus 0.25" bleed

#### Half Page Horizontal

8.25"w × 5.25"h plus 0.25" bleed

#### Half Page Vertical

4.25"w × 10.5"h plus 0.25" bleed

#### Full Page

8.25"w × 10"h plus 0.25" bleed

### IMPORTANT PUBLICATION DATES

#### SPRING: Mar.-May 2026

Ad Reservation Dec 12, 2025  
 Artwork Due Jan. 12, 2026  
 Publication Release Mar. 5, 2026

#### SUMMER: Jun.-Aug. 2026

Ad Reservation Mar. 13, 2025  
 Artwork Due Apr. 13, 2026  
 Publication Release Jun. 11, 2026

#### FALL: Sep.-Nov. 2026

Ad Reservation Jun. 6, 2026  
 Artwork Due Jul. 6, 2026  
 Publication Release Sep. 3, 2026

#### WINTER: Nov.-Feb. 2027

Ad Reservation Aug. 14, 2025  
 Artwork Due Sep. 14, 2026  
 Publication Release Nov. 12, 2026

# ADDITIONAL SPONSORSHIP OPPORTUNITIES

## SPORTS FACILITY SIGNAGE

Our sports facilities are second to none, hosting a wide range of classes, programs, tournaments, and leagues. With opportunities to engage children, families, and active adults of all ages, this is the perfect platform to showcase your brand to a diverse and engaged audience.

*Artwork provided by sponsor. More information on artwork specs will be provided if requested or after committing to a space.*



### Christopher Fields/Softball League

\$5,000: Two 8'x4' aluminum signs up for a year.

#### Attendance: 150,000/year

Home to national Sparkler Tournament and centrally located to all four of our fields.



### Westminster Sports Center

\$3,000: One 12'x4' sign (small field) or one 12'x4' sign (large field) up for a year.

#### Attendance: 123,255/year



### Outdoor Fitness Area at City Park Recreation Center

\$1,500: One banner on the side of the building, inside the fitness area.

#### Attendance: 7,000/year

## MUNICIPAL PARK PICKLEBALL COURT

Pickleball has become one of the fastest growing outdoor/indoor sports in America. Become the title sponsor of Westminster's brand new outdoor pickleball facility.

### Premier Sponsor \$10,000/year

- Vinyl logo on main walkway and parking/picnic area signage
- Option to host your own tournament
- Booth space during the season
- Print ads in the Activity Guide for a full year (1/2-page ad, \$2,400 value).



## GOLF

Westminster is home to two championship golf courses. Legacy Ridge Golf Course offers a premier golfing experience, blending challenging play with unparalleled amenities, all set against a stunning backdrop of natural beauty. Walnut Creek Golf Preserve is home to more than 77 wildlife species as well as a staggering variety of native plants and is more than just a golf course--it's an Audubon Certified Signature Sanctuary. With nearly 100,000 rounds per year, Westminster golf courses are the premier opportunity to reach golfers across the Front Range.

**Golf GPS** \$10,000/year

- Logo on golf cart screen three times per 18-holes for a year
- Print ad in the Activity Guide for a year (¼-page ad, \$1,950 value)



## MORE EVENT SPONSORSHIPS



### Free Fitness Week January 1-7, 2026

\$5,000 (1 spot)

Guests can take advantage of exclusive, limited-time offers on annual passes, along with complimentary access to our recreation centers and free fitness classes.

**IMPRESSIONS:** Up to 1 million  
**2025 ATTENDANCE:** 23,000+



### The MAC Special Event Sponsorship Package

\$4,000 (2 spots)

-Three ½-page ads

**Art & Authors Showcase:**

April 25

**Holiday Craft Show:**

November 7



### Armed Forces Day/Veterans Day Ceremonies May 17/Nov 11

\$1,000 (2 spots/each)

Celebrate with us as we recognize the contribution of our military branches.

**IMPRESSIONS:**  
Up to 1 million  
**2025 ATTENDANCE:** 300



### Doggie Dive-In September 5

\$500 (2 spots)

Countryside Pool is going to the dogs! Bring your dog for an end-of-the-summer swim.

**IMPRESSIONS:** Up to 1 million  
**2025 ATTENDANCE:** 200

# SPONSOR A PARK, TRAIL OR PLAYGROUND

Become a Trail or Park Sponsor and make a lasting impact on our community! Adopt one of our beautiful local parks or a mile of scenic trail, and enjoy prominent signage displaying your support. Plus, engage directly with the community through mandatory volunteer dates, creating a meaningful connection while helping maintain our treasured outdoor spaces. *Logos provided by sponsor.*

## PARK, TRAIL & PLAYGROUND SIGNS

\$2,000/year

- 12"x16" Sign with logo on your choice of main walkway, parking, or picnic area
- Two community days per year. Volunteer to pick up on your trail/at your park.



## DOG WASTE STATIONS

5 signs (9"x12") per year: \$1,250 (\$250/sign)

Play a key role in keeping 125 miles of trails and thousands of acres of Open Space clean by sponsoring dog waste stations. Your support helps maintain a welcoming, waste-free environment for all to enjoy!



## STANDLEY MONSTER

**Premier Sponsor** \$7,500/year

- Print ads in the Activity Guide (Two ½-page ads, \$2,000 value)
- Recognized on all print and social media posts

**May 1-Sept. 30**  
**Mon-Fri | On trails around Standley Lake**

Standley Lake visitors can find colorful glass eggs, evidence of where the elusive Standley Lake Monster!



## IN-KIND SPONSORSHIPS

Explore exciting in-kind sponsorship opportunities with us! We welcome donations of prizes and products for our popular programs, events, and community gatherings. Your contribution not only supports local initiatives but also offers your brand valuable exposure. Whether it's a gift for a special event or a donation to enhance program offerings, your support will help make these experiences even more memorable for our community.

### SUMMER READING PROGRAM

**June 1-July 31**

**In-kind sponsorship** *(Asking for prizes for all ages. This is the perfect way to reach parents and families!)*

### BIKE TO WORK DAY

**June 26**

**In-kind sponsorship** *(Asking for donations, gift cards, and/or provide co-branded reusable water bottles (\$2,000 for 300 bottles). A great way to promote health, sustainability, and community. Let's make this ride one to remember!)*



**“Westminster FCU has been partnering with the City of Westminster for the past 64 years. The City of Westminster’s Parks, Rec, and Libraries has opened the door to many opportunities for us by providing a space for engage and interact with the community in ways we would not be able to on our own. We look forward to our continued partnership with the City of Westminster!”**



*Ready to Connect?*

**For all Parks, Recreation & Libraries sponsorship opportunities contact:**

**Adam Ritter**

[aritter@westminsterco.gov](mailto:aritter@westminsterco.gov)  
303-658-2195



*Can't find exactly what you're looking for?*

We would be happy to discuss custom sponsorship packages.



# CHEERS TO YOU

## 2025 Sponsors!

