



Event Sponsors;

We would like to thank you for your partnership! We would not be successful without your continued support; it is greatly appreciated.

It is that time of year and we are busy planning our 2024 community events. Severance provides a welcoming and diverse Town with connectivity for our residents and neighbors. We strive to provide our residents with fun, family-friendly, safe, and exciting events throughout the year. The Town of Severance is a growing community, and we believe it is a welcoming town that people want to spend time in. One of the reasons for this is the variety of events we offer.

With the growth of our town and community, we are working on making our community events even bigger and better than last year. For 2024 we will be hosting our annual events as well as new events for the community!

- Kids Fishing Derby
- Summer Kick-Off Concert
- Military & First Responders Appreciation Concert
- Severance Days
- Movies in the Park
- Trick or Treat Parade
- Town Christmas
- & MORE!

It takes funds, time, and volunteers to run events such as these. To deliver a unique experience and make 2024 the best year yet, the Town of Severance would greatly appreciate any sponsorships that might help expand our 2024 celebrations. In exchange for providing your support, the Town of Severance will highlight your organization or company in various ways throughout the events and the year.

If you are interested in becoming a 2024 sponsor or volunteer, or have any questions about the different options, please get in touch with us at 970-217-1225 or events@townofseverance.org

Sincerely,
Nicholas J. Wharton, MPA, ICMA-CM
Town Manager

Lindsay Radcliff-Coombes, SHRM-CP
Deputy Town Manager





2024 SPONSORSHIP FORM

NAME: _____ PHONE #: _____

BUSINESS NAME: _____

MAILING ADDRESS: _____

EMAIL ADDRESS: _____

EVENT(S) AND LEVEL YOU WISH TO SPONSOR (Please Circle):

KIDS FISHING DERBY

Fish Sponsor

Big Catch Sponsor

Angler Sponsor

SUMMER KICK-OFF CONCERT

Groovy Sponsor

Rockin' Sponsor

Funky Sponsor

MILITARY & FIRST RESPONDER APPRECIATION CONCERT

Red Sponsor

White Sponsor

Blue Sponsor

SEVERANCE DAYS

Main Stage Sponsor

Silver Sponsor

Fireworks Sponsor

Bronze Sponsor

MOVIES IN THE PARK

Hollywood Star

Grammy Nominee

Movie Buff

TRICK OR TREAT PARADE

Trick-or-Treat Sponsor

Spooky Sponsor

Boo Sponsor

TOWN CHRISTMAS

Firework Sponsor

Santa Sponsor

Carriage Ride Sponsor

Elf Sponsor

(Please check the box if you plan on having a vendor booth at the event)

☐

Kids Fishing Derby

☐

Severance Days

☐

Summer Kick-Off Concert

☐

Trick or Treat Parade

☐

Military & Responder Concert

☐

Town Christmas

By signing below, you agree to allow the town to use any remaining funds for other town events.



SEVERANCE COMMUNITY SNAPSHOT

**POPULATION:
10,400**

MEDIAN MALE AGE: 33.9

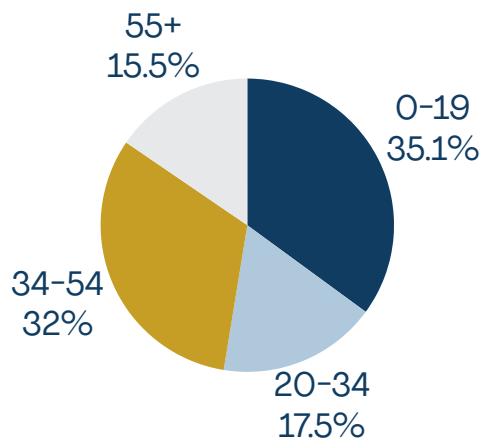
MEDIAN FEMALE AGE: 30.9



3,662 TOTAL HOUSING UNITS

**129% GROWTH IN POPULATION
OVER LAST 5 YEARS**

AGE DISTRIBUTION



**10K+ FOLLOWERS ACROSS
ALL PLATFORMS**

**OVER 2M SOCIAL
PLATFORM IMPRESSIONS**



HEARTS IN THE PARK

FEBRUARY 7TH-14TH, 2024



What is it?

The Town of Severance has many parks for residents and visitors to enjoy! The purpose of the Hearts in the Park event is for residents, new and old, to learn more about the locations in our town. Residents go to each park and find the hidden heart with a letter on it. After finding all of the letters and unscrambling the phrase, they head to town hall to get their prize. There are 3 golden ticket winners, chosen at random, who win the big jackpot!

Sweetheart Sponsor (prize donation)

- Business name on event website
- Logo on Scavenger Hunt Sheet
- Name on marketing material (with clickable link if applicable)
- Free advertising in newsletter (must provide materials)

For more information contact
970-217-1225
events@townofseverance.org

KID'S FISHING DERBY

MAY 18TH, 2024



What is it?

Fishing over the deep blue sea...well, it's a lake but still plenty of fun for all the kids! A free fishing derby for kids up to 15 years old. There are vendors, breakfast and lots of fish!

Fish Sponsor - \$2,000

- Fish donated By: on all marketing material and website
- Sponsor-provided banner displayed at the event
- Logo on event marketing materials
- Booth at event

Big Catch Sponsor - \$1,000

- Sponsor provided banner displayed at the event
- Logo on event marketing materials
- Booth at event

Angler Sponsor - \$500

- Name on event website
- Booth at event

We will offer vendor space at this event for \$75.00. If you or someone you know would like a vendor booth, please call 970-217-1225 for the vendor application. (booths are non-refundable)

For more information
contact

970-217-1225
events@townofseverance.org

**COMMITMENT MUST BE MADE
BY APRIL 20TH TO GET FULL
MARKETING BENEFITS**

SUMMER CONCERT SERIES



JUNE 7TH, 2024



What is it?

Kick off the summer with great Colorado summer weather, delicious food trucks, great entertainment, and community fun!

Groovy Sponsor - \$2,500

- Sponsor provided banner on main stage at event
- Verbal recognition from main stage
- Logo on printed event marketing materials
- Name recognition on website
- Booth space at event

Rockin' Sponsor - \$1,000

- Verbal recognition from main stage
- Logo recognition on event marketing materials
- Name recognition on website
- Booth space at event

Funky Sponsor - \$500

- Name recognition on website
- Booth space at event



We will offer vendor space at this event for \$125.00. If you or someone you know would like a vendor booth, please call 970-217-1225 for the vendor application. (booths are non-refundable)

For more information contact

970-217-1225
events@townofseverance.org

**COMMITMENT MUST BE MADE
BY MAY 9TH TO GET FULL
MARKETING BENEFITS**

SUMMER CONCERT SERIES



JULY 12TH, 2024



What is it?

Come out and enjoy the great Colorado summer weather, delicious food trucks, and community fun! Help the Town of Severance show our support for our Military and 1st responders.

Red Sponsor - \$2,500

- Sponsor provided banner on main stage at event
- Verbal recognition from main stage
- Logo on printed event marketing materials
- Name recognition on website
- Booth space at event

White Sponsor - \$1,000

- Verbal recognition from main stage
- Logo on printed event marketing materials
- Name recognition on website
- Booth space at event

Blue Sponsor - \$500

- Name recognition on website
- Booth space at event

Prize Donation

If you would like to put together a prize to include in the giveaway for all military and first responders.

*We will offer vendor space at this event for \$125.00. If you or someone you know would like a vendor booth, please call 970-217-1225 for the vendor application. (booths are non-refundable)

**For more information
contact**

970-217-1225
events@townofseverance.org

**COMMITMENT MUST BE MADE
BY JUNE 7TH TO GET FULL
MARKETING BENEFITS**

SEVERANCE DAYS

AUGUST 23RD, 24TH, & 25TH, 2024



What is it?

Severance Days is our summer event to bring the community together. This annual event features family-oriented fun and entertainment throughout the day, including a parade, market vendors, food trucks & refreshments, activities, contests, and live entertainment with a fireworks display.

Main Stage Sponsor - \$10,000

- One month of Radio Ad shout outs
- Sponsor provided banner on main stage at event
- Verbal recognition from main stage
- Logo on printed event marketing materials
- Name recognition on website
- Booth space at event

Firework Sponsor - \$5,000

- Verbal recognition from main stage
- Logo on event marketing materials
- Name recognition on website
- Booth space at event

Silver Sponsor - \$2,500

- Logo recognition on event marketing materials
- Name recognition on website
- Booth space at event

Bronze Sponsor - \$1,000

- Name recognition on event website
- Booth space at event

For more information contact

970-217-1225

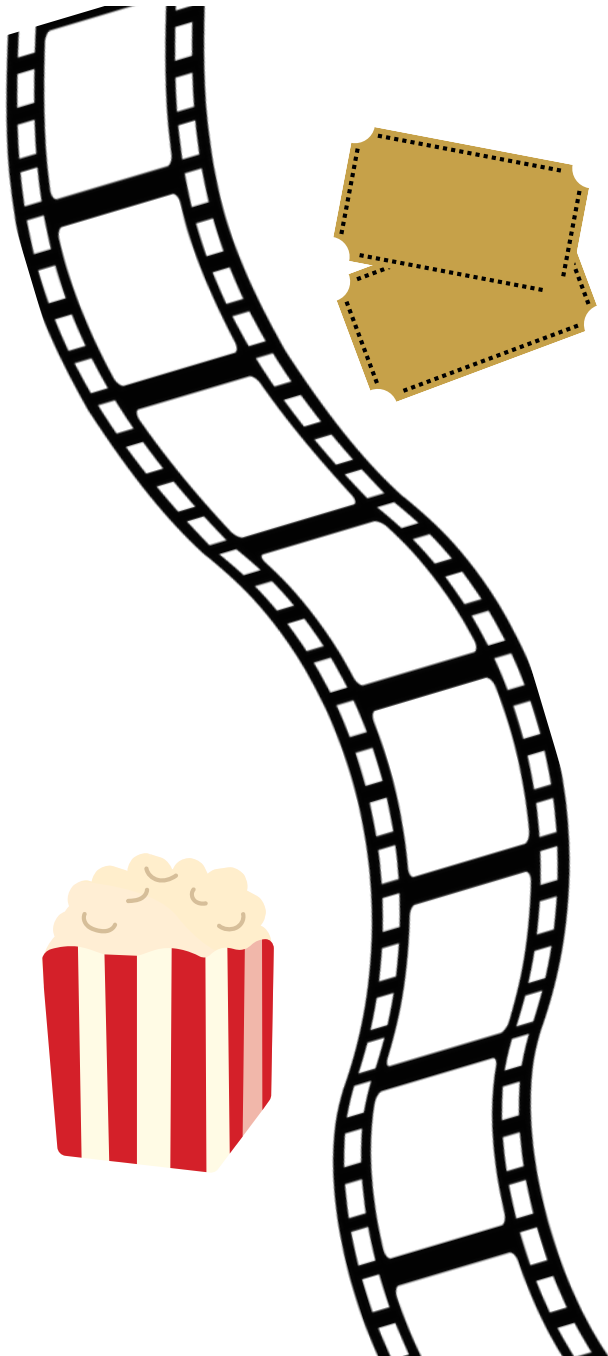
events@townofseverance.org

We will offer vendor space at this event for \$125.00. If you or someone you know would like a vendor booth, please call 970-217-1225 for the vendor application. (booths are non-refundable)

COMMITMENT MUST BE MADE BY JULY 1ST TO GET FULL MARKETING BENEFITS

MOVIES IN THE PARK

JUNE 21ST, JULY 26TH & SEPTEMBER 13TH



What is it?

Movies in the Park is a new family-friendly event! These events will be located at various neighborhood parks and all will be invited! This is a great community event for all the neighbors to attend.

Hollywood Star - \$750

- Verbal recognition before movie.
- Logo on all event marketing materials
- Name recognition on website
- Booth space at event

Grammy Nominee - \$500

- Logo recognition on event marketing materials
- Name recognition on website
- Booth space at event

The Movie Buff - \$250

- Name recognition on website
- Booth space at event

Vendor Booths are not being offered at this event other than sponsor booths.

For more information contact

970-217-1225

events@townofseverance.org

**COMMITMENT MUST BE MADE
BY MAY 9TH TO GET FULL
MARKETING BENEFITS**

HALLOWEEN PARADE



OCTOBER 25TH, 2024



What is it?

This is our annual Halloween event for the Town of Severance. Come parade through Town Hall and show off all those great costumes! This family-friendly event will be a safe place for kids and families to trick-or-treat through Townhall and trunk-or-treat.

Trick or Treat Sponsor - \$1,000

- Sponsor provided banner displayed at the event
- Logo on event marketing materials and name on website

- Booth at event

Spooky Sponsor - \$500

- Name on event marketing materials and website
- Booth at event

Boo Sponsor - \$200

- Name recognition on event website
- Booth at event

We will offer vendor space at this event for \$75.00. If you or someone you know would like a vendor booth, please call 970-217-1225 for the vendor application. (booths are non-refundable)

For more information
contact

970-217-1225
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**COMMITMENT MUST BE
MADE BY SEPT. 27TH TO GET
FULL MARKETING BENEFITS**

TOWN CHRISTMAS



DECEMBER 14TH, 2024



What is it?

The Town of Severance rings in the holiday season with our Annual Town Christmas. The event includes carriage rides, photos with Santa, cookies and hot chocolate, holiday entertainment, kids' activities and crafts, lighting ceremony, and a Fireworks show!

Celebrate the holidays with us!

Fireworks Sponsor- \$2,500

- Sponsor provided banner at event
- Logo on event marketing materials and name on website
- Booth at event

Carriage Ride Sponsor- \$2,000

- Sponsor provided banner near carriage rides
- Logo on event marketing materials and name on website
- Booth at event

Santa Sponsor- \$1,000

- Logo on event marketing materials and name on website
- Booth at event

Elf Sponsor- \$500

- Name on event website
- Booth at event

**We will offer vendor space at this event for \$75.00. If you or someone you know would like a vendor booth, please call 970-217-1225 for the vendor application. (booths are non-refundable)

For more information contact

970-217-1225
events@townofseverance.org

**COMMITMENT MUST BE MADE
BY NOV. 9TH TO GET FULL
MARKETING BENEFITS**