



City Council Communication

AGENDA DATE: June 16, 2025

LEGISTAR ITEM #:

SUBMITTED BY: Annette Peters
Office

DEPARTMENT: City Manager's

☐ Ordinance	☐ Resolution	☐ Presentation
☒ Admin Business	☐ Public Hearing	☐ Other

REQUEST

Adams County Fair Sponsorship

BACKGROUND

Request made by Councilmember Ford. **Co-Sponsor:** Councilmember Teter
Sponsorship includes: Logo recognition on onsite signage to be seen by 100,000 attendees, branding in Official Fair Program, Digital and Social Media Marketing, Customer Relations and Staff Benefits to include tickets ticketed events, and access passes. July 30th - August 3rd , 2025, at the Riverdale Regional Park in Brighton, Colorado.

FINANCIAL IMPACT

Contractor	Adams 14 Education Foundation
Amount of Request/Contract	\$3,000
Amount Not To Exceed	\$3,000
Amount Budgeted	\$3,000
Budget Year	FY2025
Funding Source	Non-City Agency Grant Program
Additional Funds Needed	N/A
Funding Source (if funds needed)	N/A

PROJECT TIMELINE

CITY COUNCIL COMMUNICATION CONTINUED

Estimated Start Date	Estimated End Date
N/A	N/A
Years and Months of Contract	Number of Times Renewable
N/A	N/A

JUSTIFICATION

☐ Council Goal	☐ Strategic Plan	☐ Work Plan	☐ Legal
Citation	N/A		

BOARDS & COMMISSIONS ASSIGNED

Board or Commission	N/A
Recommendation	N/A
Date of Recommendation	N/A

PUBLIC OUTREACH

N/A

AVAILABLE ACTIONS

N/A

STAFF RECOMMENDATION

N/A

Dominant Onsite Recognition & Engagement

- Complimentary 10 x 20 (100 sq. ft.) of coveted premium exhibition space at Dia de la Familia (\$280 value)
 - Opportunity to include Chief of Police on Horseback or stage engagement
 - *To be mutually agreed upon*
- Logo recognition on onsite signage to be seen by 100,000 attendees including:
 - Fair Entrance/Exit Banners (2)
 - Fair Entrance/Exit Flags
 - Option for logo on asset banner
 - Opportunity to provide one (1) banner to be displayed around fairgrounds
 - Sponsor Marquee A-Frames
- Opportunity for Engagement with City Council at Senior Day event

❖ **Branding in Official Fair Program**

- Contributing Sponsor recognition in digital Adams County Fair Walk Around Guide:
 - Name in bold on exhibitor listing
- Recognition in all Adams County Fair press kits and news releases

❖ **Digital and Social Media Marketing**

- Extensive recognition and interaction on the Adams County Fair website (www.adamscountyfair.com) receiving more than 175,000 page views annually
 - Trademark ID, link and description on Sponsor Page

❖ **Customer Relations and Staff Benefits**

- Hospitality Benefits for distribution to key customers, clients and employees:
 - 20 VIP Tickets to Opening Night Concert
 - 20 Tickets To Demolition Derby
 - 20 Tickets to Demolition Derby Night two
 - 20 Tickets to PBR and Concert
 - 20 Tickets to Dia de la Familia
 - 20 Carnival Armbands
 - 20 All Access Credentials
 - 10 VIP Parking Passes