

Community Event Sponsorship Policy

Overview

The City of Louisville appreciates the value that local events provide our community by:

- supporting cultural, artistic, and athletic enrichment
- creating opportunities for connection
- bolstering Louisville's unique traditions and identity

We provide limited monetary and in-kind sponsorships to eligible organizations hosting events that are consistent with the above.

What We Offer

- **Monetary Support:** Financial contributions to approved community events, subject to availability of funds. Please note in the application what the funds will be specifically used for. The City will not authorize the use of funds for anything related to, including the purchase of, liquor, marijuana, or psychedelics.
- **In-Kind Sponsorships:** Non-cash contribution such as waivers of facility rental fees or City services (for instance road closures).
- **Marketing:** Events that are approved for sponsorship may be promoted through one or more of the City's communication channels and will be listed on the City calendar on the City's website. Applicants shall provide all marketing materials in an acceptable format for the City's use.

Eligibility Criteria

We consider events that:

- Provide direct benefits to Louisville residents
- Are open to the general public
 - Ticketed events seeking City sponsorship must demonstrate a significant positive impact on the community and provide opportunities for broad public access.
- Positively promote the City's recognition and image

- Are organized by non-profit organizations, neighborhood groups, or school organizations
- Have obtained all required permits and provide evidence that sufficient liability coverage is provided
- Located in whole or in significant part in the City of Louisville
- Contribute to the economic vitality of the City

Eligible events may span more than one day in duration.

Ineligible events include, but are not limited to:

- Events serving religious or political purposes

Requirements for Approved Events

City sponsorship must be acknowledged in all event marketing by inclusion of official City Logo (provided by City), mention of City of Louisville as a sponsor (if video or interview), and/or listing the City of Louisville as a sponsor.

Application Process

1. **Apply:** Fill out the online form, providing key details about your organization, event, and sponsorship type needed. Applications must be submitted at least sixty (60) days prior to the event and by the due dates noted in “Important Dates” for consideration. We recommend that event organizers submit their events as early as possible.
2. **Review & Recommendations:** The City will review your application and provide recommendations to City Council
3. **City Council Consideration:** Requests will be reviewed by City Council
4. **Notification:** Applicants will be informed of their application status within ten (10) days of Council consideration.

There are no limits as to the number of sponsorship applications that can be submitted in a year, provided that no more than one application is submitted per event per round.

Important Dates

- Applications will be considered by the City Council twice per year.
- For events scheduled for 2026, deadlines are as follows:
 - January – June 2026
 - Applications due: October 1, 2025
 - Council consideration: November 3, 2025
 - July – December 2026
 - Applications due: April 1, 2026
 - Council consideration: May 5, 2026

Contact Information

For assistance with applications or further details, please contact the City Manager's Office at:

Phone: 303-335-4877

Email: Sponsorships@LouisvilleCO.gov