

SUBJECT: COMMUNITY EVENT SPONSORSHIPS – JANUARY 2026 TO JUNE 2026

DATE: NOVEMBER 3, 2025

PREPARED BY: MINDY OLKJER, EXECUTIVE ASSISTANT

**PRESENTED BY: DIANA LANGLEY, CITY MANAGER
SAMMA FOX, DEPUTY CITY MANAGER**

SUMMARY:

The [Community Events Sponsorship Policy](#) includes two review cycles, one in 2025 4th Quarter (for sponsorship applications for events scheduled between January and June 2026) and one in 2026 2nd Quarter (for sponsorship applications for events between July and December 2026). Nine sponsorship applications for events in January to June 2026 are being presented for Council consideration.

BACKGROUND / PRIOR DISCUSSIONS:

The Community Event Sponsorship Policy establishes a process for eligible organizations to apply for monetary or in-kind sponsorship effective September 1, 2025. Eligible organizations include those that promote cultural, artistic, and athletic enrichment; create opportunities for community connection and strengthen Louisville's traditions and identity. Support offered includes:

- Monetary (with some use restrictions)
- In-kind services
 - Waivers of Fees – Special event fee, live music permit fee, and/or facilities rental fees
 - PD / City Services Support – Hourly rate per officer and/or supervisor and police vehicle(s)
 - Traffic Control – Placing barricades, placing no parking signs, and/or support drafting a traffic plan
- Marketing such as promotion through one or more City communications channels and inclusion on the City's calendar on the website.

Prior discussions include:

- Council supported the inclusion of \$10,000 in the 2026 budget for Council-sponsored events during the July 23, 2025, budget retreat.
- This policy was discussed at the July 24, 2025, Economic Vitality Committee (EVC) meeting where the EVC reviewed and discussed the policy, identified follow up policy discussions, and directed staff to bring the item before Council.
- Council approved [Resolution No. 61 – A Resolution Adopting A Community Events Sponsorship Policy on August 19, 2025](#), effective September 1, 2025 authorizing

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50% of requested monetary funding and fiscal impact of in-kind support up to \$1,000 per qualifying event, not to exceed a total amount of \$5,000 for any single sponsorship cycle.

ANALYSIS:

The City received a total of nine community sponsorship applications. Each application was reviewed by a cross-departmental staff team for alignment with eligibility criteria. Attachment one contains a summary table and attachment two includes all applications. All applications, regardless of award, must still go through appropriate permitting and processes.

To be eligible for sponsorship, the event must:

- *Provide direct benefits to Louisville residents*
- *Agree to promote the City's sponsorship of the event*
- *Be open to the general public*
- *Have the majority of the event located in Louisville*
- *Contribute to the economic vitality of the City*

Applicants may be non-profit organizations, neighborhood groups, or school organizations. Events must have proper permitting documentation and liability insurance coverage. Events serving religious or political purposes are not eligible.

Upon comparison of the nine applications to the eligibility criteria, staff recommends four for sponsorship consideration:

- Neighbors Connect request for standard in-kind services and \$300 monetary support for their May 16, 2026, Louisville/Memory Square "Spring Get-Together" event
 - This request included "Other" services specifically requesting a sound system, trailer, and trash/recycling. These are not part of the current program offerings, so staff has not recommended award for these. Council may provide additional guidance and ask staff to consider these as inclusions in the future, and staff can provide additional impact information.
- My Nature Lab-Center for Snake Conservation's request for in-kind services (waiver of fees) for their April 25, 2026 Louisville/Pine Street "Spring Emergence Snake Slither 5k" event
- Rock for the People's request for in-kind services (waiver of fees/City Services and PD support) and \$10,000 monetary support for their April 5, 2026 "Louisville Live" event
- Sanitas Sports' request for in-kind services (waiver of fees/City Services and PD support) and \$5,000 monetary support for their June 24, 2026 "Tuesday Night

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Utilizing Council direction to provide awards for 50% up to \$1,000, and Council direction to include the fiscal impact of in-kind costs in this analysis, staff has made the following recommendations.

Organization	Event	Requested Monetary Contribution	Estimated Requested In-Kind Costs	Full Request	Recommendation
Neighbors Connect	Get-Together	\$300	\$725 - \$1,375	\$1,025 - \$1,675	Up to \$850
My Nature Lab	Snake Slither 5k	N/A	\$550 - \$1,200	\$550 - \$1,200	Up to \$600
Rock for the People	Louisville Live	\$10,000	~\$2,500	\$12,500	Up to \$1,000
Sanitas Sports	Tuesday Thunder	\$5,000	\$550 - \$1,200	\$5,550 - \$6,200	Up to \$1,000
TOTALS		\$15,300	\$4,150 - \$6,100	\$19,450 - \$21,400	\$3,450

As this is a first cycle, staff has taken the liberty of recommending an administration approach that allows consistent application. Staff would first provide the recommendation award as appropriate to their requested monetary contribution. If there is additional available award amount, staff will next provide the marketing in-kind support, and last take any remaining off of their fees other costs as requested in their applications. For this cycle, that would mean:

- Neighbors Connect Get-Together – Would receive \$300 monetary contribution, marketing in-kind support, and \$325 in fee waiver
- My Nature Lab Snake Slither 4K – Would receive up to \$600 in waived fees and in-kind services
- Rock for the People Louisville Live – Would receive a \$1,000 monetary contribution
- Sanitas Sports Tuesday Thunder – Would receive a \$1,000 monetary contribution

The City received five additional applications, three that needed further consideration for eligibility and two that do not qualify. Four of the five requests were monetary, totaling \$6,600 and three of the five requested in-kind services in the form of fee waivers.

The Commuting Solutions, Louisville Elementary PTO, and Davis Phinney Foundation for Parkinson's events are all ticketed events and require Council consideration to determine if they “demonstrate a significant positive impact on the community and provide opportunities for board public access” in compliance with the current policy.

The Without Limits Production and 3w Races event applications are from for-profits, which does not meet the criteria of this policy.

2025 COUNCIL WORK PLAN:

City sponsorship for events can support the Economic Vitality goal by increasing vibrancy and bringing people to different areas of the City. It can also support Equity, Inclusion, and Diversity through additional opportunities for inclusion.

FISCAL IMPACT:

Budgeted?: Yes

Utilizing Council's 50% up to \$1,000 guidance and including the fiscal impact of in-kind services into that recommendation staff recommends up to \$3,450 in awards (monetary and in-kind services).

Council provided direction for this cycle not to exceed \$5,000, and may wish to use the remaining \$1,550 for awards for the ticketed events.

ALTERNATIVE(S):

Council may provide direction to staff to adjust the recommendations. They may also provide direction to staff to make awards for ticketed events or provide direction for alternate methods of support. For example, Council could direct staff to support the Commuting Solutions Legislative Breakfast distinct from event sponsorship or to donate a gift basket to Louisville Elementary's PTO Silent Auction.

If Council supports the recommendations, options for the remaining funding should be considered. This could be utilized towards the ticketed events, it could be rolled over to increase the available funding in the next cycle, or could remain unused.

RECOMMENDATION:

Staff recommends City-sponsorship at the levels identified above for these eligible events:

- Neighbors Connect's Louisville/Memory Square "Spring Get-Together" event
- My Nature Lab's Louisville/Pine Street "Spring Emergence Snake Slither 5k" event
- Rock for the People's "Louisville Live" event
- Sanitas Sports' "Tuesday Night Thunder" Louisville/South Taylor Avenue event

Staff does not recommend sponsorship for these events and seeks Council guidance on the three ticketed events:

- Commuting Solutions' Boulder Colorado "Silver Sponsorship" event (ticketed)

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- Louisville Elementary School PTO's "Panther Party + Silent Auction" event (ticketed)
- Davis Phinney Foundation's Lafayette Colorado "Tour de Victory Cycling Challenge" event (ticketed)

Staff does not recommend awards for the following:

- Without Limits Productions' Louisville/Centennial Parkway "Criterium" event (for-profit)
- 3W Races' Louisville/Dillon Road "Colorado 13er" event (for-profit)

ATTACHMENT(S):

1. Table of Community Event Sponsorship Applications
2. Community Event Sponsorship Applications for Events JAN-JUN 2026
3. Staff Presentation

Community Event Sponsorship - 2026 January - June Application Summary

This table is intended as a quick reference, please see the applications for detailed information.

Organization Event Location Date & Time	Event Description	Meets Eligibility Criteria?	Type of Sponsorship Requested	Fiscal Impact	Staff Rec.
Neighbors Connect Louisville Spring Get-Together Memory Square Park in Louisville MAY 16, 2026 @ 1:00 PM	On the occasion of National Do Something Good for Your Neighbor Day, there will be activities to help residents 1) Connect with other residents who share their interests, they might be able to help, who might be able to help them, and/or who live near them, and, 2) connect with resources to improve their lives and keep their families and property safe. There will also be games and activities for children. We will invite non-profit groups, government departments and service organizations to be present to discuss resources they can provide and to provide informational materials. We plan to invite at least one food truck to offer food for sale.	Yes	In-Kind: - Waiver of Fees - PD / City Svcs Support - Traffic Control Monetary: \$300 Marketing: Yes Other: - Block Party Trailer - Sound System - Trash and Recycling Support	In-Kind: - \$550 - 1,200 Monetary: \$300 Marketing: \$175 Other: TBD	Up to \$850 Breakdown: \$300 monetary, in-kind marketing support, \$325 from fees and other in-kind requests "Other" - Not recommended. The Block Party Trailer (including sound system) and trash and recycling are not currently included as a Community Event Sponsorship opportunity. Council could consider adding these in the future, at which point staff would provide additional fiscal impact information.
My Nature Lab-Center for Snake Conservation Spring Emergence Snake Slither 5k Pine Street in Louisville APR 25, 2026 @ 8:00 AM	We plan to hold a 5K fun run in Louisville to celebrate the spring emergence of reptiles and amphibians after their winter brumation. The run will follow the Coal Creek Path, allowing participants to get active outdoors on public land. The run will be followed by a free event at My Nature Lab focused on local species. We hope to partner with city agencies (Parks, Open Space) and local nonprofits to expand the event's focus from a close look at reptiles and amphibians to a broader exploration of how these animals rely on our local open spaces, the other organisms that inhabit them and interact with reptiles and amphibians, and how everyone can be stewards of public lands to protect reptiles and amphibians and their habitats.	Yes	In-Kind: - Waiver of Fees Monetary: None Marketing: None Other: None	In-Kind: - \$550 - 1,200 Monetary: N/A Marketing: N/A Other: N/A	Up to \$600 Breakdown: Up to \$600 in waived fees and other in-kind services.
Rock for the People Oh-Oh Live/Louisville Live Steinbaugh Pavilion in Louisville APR 5, 2026 @ 1:00 PM	Revival of Louisville Live (https://louisvilleliveco.com/), which was a gathering of musicians around downtown Louisville. Event would be produced by our non-profit which has a proven event model in neighboring Lafayette. Proceeds would benefit Louisville Rising. Specific dates and locations TBD but shooting for Spring 2026. Dependent on pavilion reservation and other logistics. Musicians to be paid a wage of no less than \$100 per our per artist to support the creative economy.	Yes	In-Kind: - Waiver of Fees - PD / City Svcs Support - Traffic Control Monetary: \$10k Marketing: None Other: None	In-Kind: - ~\$2,500 Monetary: \$1,000 Marketing: None Other: None	\$1,000 monetary contribution
Sanitas Sports Tuesday Night Thunder South Taylor Avenue in Louisville JUN 24, 2026	A free to kids and free to women, 8th year, summer cycling community building training series inside the Louisville Colorado Tech Center. These are an annual celebration for bringing together beginner to Tour de France racers to celebrate healthy living and sport. It is a partnership with now USA Cycling, Louisville Cyclery and Bicycle Colorado along with ten other local Louisville and Boulder County bike clubs, teams, and schools.	Yes	In-Kind: - Waiver of Fees - PD / City Svcs Support Monetary: \$5,000	In-Kind: - \$550 - \$1,200 Monetary: \$1,000 Marketing: N/A Other: N/A	\$1,000 monetary contribution

Community Event Sponsorship - 2026 January - June Application Summary

This table is intended as a quick reference, please see the applications for detailed information.

Organization Event Location Date & Time	Event Description	Meets Eligibility Criteria?	Type of Sponsorship Requested	Fiscal Impact	Staff Rec.
Commuting Solutions Silver Sponsorship 1669 Euclid Ave, Univ. Mem. Ctr, CU- Boulder JAN 10, 2026 @ 8:00 AM Additional event dates TBD	The Silver Sponsorship supports our two annual signature events: The 2026 Legislative Breakfast and Sustainable Transportation Summit, along with quarterly membership meetings. The Legislative Breakfast focuses on transportation priorities for the upcoming legislative session. The Summit focuses on innovation and progress in sustainable transportation and economic development. The four membership meetings each have a unique content focus including public policy and legislation, transportation and infrastructure progress, sustainability, and economic vitality and development.	Additional Consideration Required - Ticketed Event, Not in Louisville	Monetary: \$2,100	N/A	This request is for multiple ticketed events (see the applicant's explanation below), which are not in Louisville, though do impact Louisville. Applicant explanation of ticketed event: This is a ticketed event which brings together key leaders from the public sector and elected officials, including the Governor, to highlight priorities for the upcoming legislative session focused on transportation, infrastructure, sustainability, and economic development. Council may: - Determine applicant is not eligible (and may consider alternate support opportunities) - Determine applicant is eligible and support a \$1,000 monetary award
Louisville Elementary PTO Panther Party + Silent Auction 2026 Ascent Community Church in Louisville APR 10, 2026 @ 6:30 PM	The Louisville Elementary Parent Teacher Organization is proud to host our 2nd annual Panther Party + Silent Auction, a cornerstone event that brings together parents, staff, and community members to support our school. Attendees will celebrate our wonderful local businesses and community by enjoying local food and beverages, as well as recognizing the generosity of local businesses that donated items to the silent auction.	Additional Consideration Required - Ticketed Event	In-Kind: Waiver of Fees Monetary: \$1,500	N/A	This request is for a ticketed fundraising event where alcohol is served. Applicant explanation of ticketed event: The event is open to all 21+ community members, but there is a ticket price to cover the cost of food and drinks at the event. Attendees must be 21+ since alcohol is served at the event. Council may: - Determine applicant is not eligible (and may consider alternate support opportunities) - Determine applicant is eligible and support a \$750 monetary award
Davis Phinney Foundation for Parkinson's Tour de Victory Cycling Challenge 2800 Dagny Way-Lafayette YMCA MAY 16, 2026 @ 8:00 AM	Partnering as a Tour de Victory sponsor connects you with our active and healthy lifestyle audience, all while supporting a life-changing cause. The Tour de Victory Cycling Challenge is a non-competitive road cycling event benefitting the Davis Phinney Foundation of Parkinson's. Winding through the beautiful Louisville and Lafayette countryside, cyclists of all riding abilities are invited to participate in a 100K, 50K, or 20K route. All distances are fully supported with stocked rest stops, on-route SAG vehicles, and medical support, followed by a finish line celebration open to all riders, supporters and friends of the Davis Phinney Foundation.	Additional Consideration Required - Ticketed Event	Monetary: \$2,500	N/A	This is a ticketed fundraising event. Applicant explanation of ticketed event: This is the signature fundraising event for the Davis Phinney Foundation for Parkinson's. Registration to ride is \$150/per person. There is also a pedal in place, stationary bike, option for just \$35/per person. We have discounts for anyone with Parkinson's for any of the event options. We are in the early stage of planning this event for May of 2026, but may be considering a walk option too. Council may: - Determine applicant is not eligible (and may consider alternate support opportunities) - Determine applicant is eligible and support a \$1,000 monetary award

Community Event Sponsorship - 2026 January - June Application Summary

This table is intended as a quick reference, please see the applications for detailed informaiton.

Organization Event Location Date & Time	Event Description	Meets Eligibility Criteria?	Type of Sponsorship Requested	Fiscal Impact	Staff Rec.
Without Limits Productions Louisville Criterium Centennial Parkway in Louisville MAY 16, 2026 @ 8 AM	This is the 26th annual criterium bike race in Louisville, Colorado - the longest running bike race in Colorado.	For-Proft, Does Not Meet Criteria	In-Kind: Waiver of Fees - Monetary: \$500	N/A	Staff does not recommend award based on eligibility criteria.
3w Races Colorado 13er Dillon Rd in Louisville JUN 7, 2026 @ 6:30 AM	The Colorado 13er is THE event where the best parts of trail running and road racing combine to create a truly enjoyable, kind-to-your-body, well-supported 13.1 race! Seasoned runners and first-timers alike appreciate the excellent communication from the 13er race crew who make this event accessible for athletes of all levels. At every 3W Races event, we partner with a hyper-local charity. For the Colorado 13er event, we are excited to partner with Community Food Share!	For-Proft, Does Not Meet Criteria	In-Kind: Waiver of Fees	N/A	Staff does not recommend award based on eligibility criteria.

COMMUNITY EVENT SPONSORSHIP
ELIGIBLE APPLICATIONS
FOR EVENTS
JANUARY 2026 TO JUNE 2026

Neighbors Connect
Louisville Spring Get-Together
Memory Square Park in Louisville
MAY 16, 2025

Please contact us at Sponsorships@LouisvilleCO.gov with any questions.

Community Event Sponsorship Application

Thank you for your interest in community event sponsorship! For events taking place from January–June 2026, community event sponsorship applications are due **October 1, 2025**, and the City Council will consider them on **November 3, 2025**. For more information, visit [Community Event Sponsorship policy](#). For questions or support, email Sponsorships@LouisvilleCO.gov.

Name of Organization

Neighbors Connect

483 characters

Organization Address

378 Grouse Court

Street Number and Name

Louisville

City

CO

State/Province/Region

80027

Postal/ZIP Code

Primary Contact


First Name


Last Name

Primary Contact Phone Number

 ext.

Primary Contact Email Address



Organization Purpose/Mission

Neighbors Connect (<https://neighborsconnect.net>) is a free grassroots program to help residents connect with their neighbors for the multitude of benefits by using in-person and online activities and tools to help ensure that residents are connected to at least two of their neighbors with phone numbers.

1196 characters

Type of Organization

- ☐ Non-Profit
- ☒ Neighborhood Group
- ☐ School Organizaion
- ☐ Other

Non-Profit ID/501 (c) #

N/A

7 characters

Event Name

Louisville Spring Get-Together

470 characters

Brief Description of Event

On the occasion of National Do Something Good for Your Neighbor Day, there will be activities to help residents 1) connect with other residents who share their interests, they might be able to help, who might be able to help them, and/or, who live near them, and, 2) connect with resources to improve their lives and keep their families and property safe. There will also be games and activities for children. We will invite non-profit groups, government departments and service organizations to be present to discuss resources they can provide and to provide informational materials. We plan to invite at least one food truck to offer food for sale.

850 characters

Type of Event

- ☐ Non-Profit
- ☒ Neighborhood Group
- ☐ School Organization
- ☐ Other

Event Location

Spruce Street and Jefferson Avenue, Memory Square Park

Street Number and Name

Louisville

City

CO

State/Province/Region

80027

Postal/ZIP Code

Event Date and Time

05/16/2026 1:00 PM

Expected Number of Participants

100

If this event would not proceed without a sponsorship, please explain:

The event would proceed without sponsorship but would be smaller in terms of attendance and activities.

1897 characters

Is the event free and open to the public?

- ☒ Yes
- ☐ No

If the event is NOT free and open to the public, please explain. *Note: Ticketed events seeking City sponsorship must demonstrate significant positive impact to the community and provide opportunities for broad public impact.

N/A

1997 characters

Please explain how the event meets one or more of the sponsorship eligibility criteria:

- 1-Provides direct benefits to Louisville residents to include boosting the local economic vitality, demonstrates significant positive impact on Louisville-including providing an opportunity to to help build community, foster a sense of pride within the community.
- 2-Engages our community, and/or demonstrates significant positive impact on Louisville-including providing an opportunity to help build community, foster a sense of pride within the community, and engage our community.
- 3-Contributes positively to the recognition and image of Louisville.

How the event meets the sponsorship eligibility requirements:

This event will fully meet all three of the sponsorship eligibility requirements by improving the lives of Louisville residents by facilitating connections between residents for the multitude of benefits including improving the welfare of residents, increasing patronage of Louisville businesses, reducing loneliness, improving mental health and moderating opinions on social and political issues by promoting in-person civil discourse.

1564 characters

Type of Sponsorship Requested:

- ☒ Monetary
- ☒ In-Kind
- ☒ Marketing ONLY (no sponsorship needed)
- ☒ **Select All**

For Monetary sponsorship, specify amount requested (number only, no punctuation):

300

For Monetary sponsorship, what the funds will be used for:

Healthy snacks, gluten-free pizzas cans of flavored sparkling water, pay food truck(s) if sales minimums are not met, rental of sound system if not provided by city, blank nametags, markers, poster boards, rental of folding chairs and tables if not provided by the city, a banner for "Louisville Spring Get-Together," a large banner with a map of Louisville on it, Post-it's, blank paper for forms to be used to help residents connect. We also request the block party trailer; a sound system, trash and recycling collection.

976 characters

For In-Kind sponsorship, mark all that apply: ?

- ☒ Waiver of Fees
- ☒ Police Support or City Services (such as road closure)
- ☒ Traffic Control
- ☒ Other

We also request the block party trailer; a sound system

112 characters

I hereby attest the foregoing is true and correct, that all required permits and other approvals will be obtained prior to the event, and that any permit conditions or requirements will be met.

Print Name of Applicant:

[REDACTED]

183 characters

Signature of Applicant

[REDACTED]

483 characters

Date

09/30/2025

To receive a copy of your submission, please fill out your email address below and submit.

Email Address donparcher@gmail.com

protected by reCAPTCHA

[Privacy](#) [Terms](#)

Submit

Community Event Sponsorships

In 2025, City Council approved a **Community Event Sponsorship Policy**, which establishes a process for eligible organizations to apply for monetary or in-kind sponsorship for events in 2026. Eligible organizations include those that promote cultural, artistic, and athletic enrichment; create opportunities for community connection; and strengthen Louisville's traditions and identity. Support offered includes:

- Monetary (with some use restrictions)
- In-kind, such as waivers of rental fees or City services
- Marketing such as promotion through one or more City communications channels and inclusion on the City's calendar on the website.

Eligibility

To be eligible for sponsorship, the event must:

- Provide direct benefits to Louisville residents
- Agree to promote the City's sponsorship of the event
- Be open to the general public
- Have the majority of the event located in Louisville
- Contribute to the economic vitality of the City

Applicants may be non-profit organizations, neighborhood groups, or school organizations. Events must have proper permitting documentation and liability coverage. Events serving religious or political purposes are not eligible.

Deadlines

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

How to apply

1. Complete the Community Event Sponsorship Application form below. You will receive an automated email confirming that the City has received your application.
2. If the City Council approves your application, the City will reach out to you with next steps via email, at the email address you provided.

My Nature Lab-Center for Snake Conservation

Spring Emergence Snake Slither 5k

Pine Street in Louisville

APR 25, 2026

Community Event Sponsorship Application

Thank you for your interest in community event sponsorship! For events taking place from January–June 2026, community event sponsorship applications are due **October 1, 2025**, and the City Council will consider them on **November 3, 2025**. For more information, visit [Community Event Sponsorship policy](#). For questions or support, email Sponsorships@LouisvilleCO.gov.

*** Name of Organization**

My Nature Lab - The Center for Snake Conservation

*** Organization Address**

1100 Pine Street, Unit B
Louisville Colorado 80026

*** Primary Contact**

[REDACTED]

*** Primary Contact Phone Number**

[REDACTED]

*** Primary Contact Email Address**

[REDACTED]

*** Organization Purpose/Mission**

To promote the conservation of snakes and their natural ecosystems and implement positive change in human attitudes towards snakes.

*** Type of Organization**

Non-Profit

*** Non-Profit ID/501 (c) #**

27-4519810

*** Event Name**

Spring Emergence Snake Slither 5K

*** Brief Description of Event**

We plan to hold a 5k fun run in Louisville to celebrate the spring emergence of reptiles and amphibians after their winter brumation. The run will follow the Coal Creek Path, allowing participants to get active outdoors on public land. The run will be followed by a free event at My Nature Lab focused on local species. We hope to partner with city agencies (Parks, Open Space) and local nonprofits to expand the event's focus from a close look at reptiles and amphibians to a broader exploration of how these animals rely on our local open spaces, the other organisms that inhabit them and interact with reptiles and amphibians, and how everyone can be stewards of public lands to protect reptiles and amphibians and their habitats.

*** Type of Event**

Non-Profit

*** Event Location**

1100 Pine Street, Unit B
Louisville CO 80027

*** Event Date and Time**

04/25/2026 8:00 AM

*** Expected Number of Participants**

200

If this event would not proceed without a sponsorship, please explain:

We are a small nonprofit organization with a limited budget. We have hoped to host an event like this in the past, but permit application fees have been a barrier for us. Without sponsorship, we would need to charge a registration fee to help cover the cost of the permit. We expect that registration fees would limit participation, especially for people who have limited financial resources. This year, we are doing our best to minimize barriers to entry across all of our programs and increase our reach to populations who have historically been excluded from STEM and participation in outdoor activities. We feel that this is especially important in light of recent cuts to funding for STEM research and increasing concern about the economy, especially among less wealthy households. Event sponsorship would allow us to reach a broader audience with a timely message that impacts our communities and the ecosystems they are situated within.

*** Is the event free and open to the public?**

Yes

If the event is NOT free and open to the public, please explain. *Note: Ticketed events seeking City sponsorship must demonstrate significant positive impact to the community and provide opportunities for broad public impact.

SKIPPED

Please explain how the event meets one or more of the sponsorship eligibility criteria:

1-Provides direct benefits to Louisville residents to include boosting the local economic vitality, demonstrates significant positive impact on Louisville-including providing an opportunity to help build community, foster a sense of pride within the community.

2-Engages our community, and/or demonstrates significant positive impact on Louisville-including providing an opportunity to help build community, foster a sense of pride within the community, and engage our community.

3-Contributes positively to the recognition and image of Louisville.

*** How the event meets the sponsorship eligibility requirements:**

We hope to engage a diverse swath of the local community by offering an opportunity to get out and be active on open space and get hands-on opportunities to interact with local reptiles and amphibians afterwards at My Nature Lab. Our hands-on programs are designed for all ages, and place-based activities are proven to engage people regardless of gender, race, socioeconomic status, or other demographic factors. In a 2023 survey at My Nature Lab, 78% of visitors said visiting My Nature Lab made them somewhat or much more likely to spend money elsewhere in Downtown Louisville. Our visitors often make a day of their trips to My Nature Lab, spending time elsewhere in Louisville to get food/drinks and go shopping. Especially at a large event like this, we expect many families to visit other businesses in Louisville, boosting the local economy. We also expect this event to help build community by creating an opportunity for families to get outside together. We plan to highlight the importance of local open spaces and ecosystems, discussing the organisms that live there and how everyone can protect them. We hope to create a sense of community pride by encouraging stewardship of public lands. Finally, we believe that this event will positively impact the image of Louisville, demonstrating the city's support of local nonprofit organizations and commitment to our open spaces and environmental education. This event would support Louisville's image as a vibrant, active community of diverse, conscientious stewards.

* Type of Sponsorship Requested:

In-Kind

*** For Monetary sponsorship, specify amount requested (number only, no punctuation):**

SKIPPED

*** For Monetary sponsorship, what the funds will be used for:**

n/a

For In-Kind sponsorship, mark all that apply:

Waiver of Fees

I hereby attest the foregoing is true and correct, that all required permits and other approvals will be obtained prior to the event, and that any permit conditions or requirements will be met.

*** Print Name of Applicant:**

[REDACTED]

*** Signature of Applicant**

[REDACTED]

*** Date**

10/01/2025

Rock for the People

Oh-Oh Live/Louisville Live

Steinbaugh Pavilion in Louisville

APR 5, 2026

Community Event Sponsorship Application

Thank you for your interest in community event sponsorship! For events taking place from January–June 2026, community event sponsorship applications are due **October 1, 2025**, and the City Council will consider them on **November 3, 2025**. For more information, visit [Community Event Sponsorship policy](#). For questions or support, email Sponsorships@LouisvilleCO.gov.

*** Name of Organization**

Rock for the People

*** Organization Address**

525 Courtney Way
Lafayette CO 80026

*** Primary Contact**

[REDACTED]

*** Primary Contact Phone Number**

[REDACTED]

*** Primary Contact Email Address**

[REDACTED]

*** Organization Purpose/Mission**

Our mission is to support an inclusive and equitable local music community by removing barriers for musicians, performers, audio engineers, and local music fans from historically underrepresented groups. Because there's nothing more fun than creating and enjoying music and your life will be better for it!

*** Type of Organization**

Non-Profit

*** Non-Profit ID/501 (c) #**

84-4623100

*** Event Name**

Oh-Oh Live / Louisville Live

*** Brief Description of Event**

Revival of Louisville Live (<https://www.louisvilleliveco.com/>), which was a gathering of musicians around downtown Louisville. Event would be produced by our non-profit which has a proven event model in neighboring Lafayette. Proceeds would benefit Louisville Rising. Specific dates and locations TBD but shooting for Spring 2026. Dependent on Pavilion reservation and other logistics. Musicians to be paid a wage of no less than \$100 per hour per artist to support the creative economy.

*** Type of Event**

Non-Profit

*** Event Location**

Steinbaugh Pavilion and others in downtown Louisville
824 Front St CO 80027

*** Event Date and Time**

04/05/2025 1:00 PM

*** Expected Number of Participants**

600

If this event would not proceed without a sponsorship, please explain:

Previous iterations of Louisville Live have seen musicians play for free or tips. The goal of this and other potential events would attract new talent to Louisville and create a more regular schedule of paid gigs for musicians throughout the city, building on the success of the Street Fair, Concerts in the Park, etc. Economic impact of similar events in the area have ranged from \$50-150k.

*** Is the event free and open to the public?**

Yes

If the event is NOT free and open to the public, please explain. *Note: Ticketed events seeking City sponsorship must demonstrate significant positive impact to the community and provide opportunities for broad public impact.

If the city is able to invest in such an event, we can keep it free throughout the downtown.

Please explain how the event meets one or more of the sponsorship eligibility criteria:

1-Provides direct benefits to Louisville residents to include boosting the local economic vitality, demonstrates significant positive impact on Louisville-including providing an opportunity to help build community, foster a sense of pride within the community.

2-Engages our community, and/or demonstrates significant positive impact on Louisville-including providing an opportunity to help build community, foster a sense of pride within the community, and engage our community.
3-Contributes positively to the recognition and image of Louisville.

*** How the event meets the sponsorship eligibility requirements:**

Events like this shine a light on the amazing businesses in downtown Louisville, and the many wonderful musicians that live in our area. Perfect blend of arts and economic development. At one of our other productions, the 2024 Lafayette Music Fest, we achieved one-day sales records for 4 local businesses and boosted fall ticket sales for participating venues.

*** Type of Sponsorship Requested:**

In-Kind

Monetary

*** For Monetary sponsorship, specify amount requested (number only, no punctuation):**

10,000

*** For Monetary sponsorship, what the funds will be used for:**

10-15% will be used for marketing and promotion, the remainder will be used to pay musicians and creatives exclusively.

For In-Kind sponsorship, mark all that apply:

Police Support or City Services (such as road closure)

Traffic Control

Waiver of Fees

I hereby attest the foregoing is true and correct, that all required permits and other approvals will be obtained prior to the event, and that any permit conditions or requirements will be met.

*** Print Name of Applicant:**

[REDACTED]

*** Signature of Applicant**

[REDACTED]

*** Date**

10/01/2025

Sanitas Sports
Tuesday Night Thunder
South Taylor Avenue in Louisville
JUN 24, 2026

Community Event Sponsorship Application

Thank you for your interest in community event sponsorship! For events taking place from January–June 2026, community event sponsorship applications are due **October 1, 2025**, and the City Council will consider them on **November 3, 2025**. For more information, visit [Community Event Sponsorship policy](#). For questions or support, email Sponsorships@LouisvilleCO.gov.

*** Name of Organization**

Sanitas Sports

*** Organization Address**

289 Short Place
Louisville TX 80027

*** Primary Contact**

[REDACTED]

*** Primary Contact Phone Number**

[REDACTED]

*** Primary Contact Email Address**

[REDACTED]

*** Organization Purpose/Mission**

To create, manage and provide, access to and help kids and adults have a healthy and more active lifestyle and be able to meet and join sport community. To provide these regularly and at affordable costs. We work with several local state and national no profits, including Twin Peaks Racing, Bicycle Colorado, USA Cycling, and others. The event summer series provides a family with safe and fun weekly series to foster and build community and engage and mentor and provides no cost training series for kids and women.

*** Type of Organization**

Non-Profit
Neighborhood Group
Other: We work with ten different cycling clubs and teams and Louisville Cydery bike shop

*** Non-Profit ID/501 (c) #**

84-1284437

*** Event Name**

Tuesday Night Thunder

*** Brief Description of Event**

A free to kids and free to women, 8th year, summer cycling community building training series inside the Louisville Colorado Tech Center. These are an annual celebration for bringing together beginner to Tour de France racers to celebrate healthy living and sport. It is a partnership with now USA Cycling, Louisville Cydery and Bicycle Colorado along with ten other local Louisville and Boulder County bike clubs, teams, and schools.

*** Type of Event**

Non-Profit
Neighborhood Group
School Organization
Other: We work with several non profits and youth development programs

*** Event Location**

101 South Taylor Ave
Louisville Co 80027

*** Event Date and Time**

06/24/2026 12:00 AM

*** Expected Number of Participants**

150

If this event would not proceed without a sponsorship, please explain:

SKIPPED

*** Is the event free and open to the public?**

Yes

If the event is NOT free and open to the public, please explain. *Note: Ticketed events seeking City sponsorship must demonstrate significant positive impact to the community and provide opportunities for broad public impact.

SKIPPED

Please explain how the event meets one or more of the sponsorship eligibility criteria:

1-Provides direct benefits to Louisville residents to include boosting the local economic vitality, demonstrates significant positive impact on Louisville-including providing an opportunity to help build community, foster a sense of pride within the community.

2-Engages our community, and/or demonstrates significant positive impact on Louisville-including providing an opportunity to help build community, foster a sense of pride within the community, and engage our community.

3-Contributes positively to the recognition and image of Louisville.

*** How the event meets the sponsorship eligibility requirements:**

TNT summer cycling series does provide direct benefits to Louisville residents to include a safe, fun and exciting healthy sport programs that is mentoring, developmental and inspiring for both kids and adults of all ages. Doing this we attract not only local Louisville residents, but bike riders from all across the Boulder county region and kids from all schools and universities to move here, and spend money and come back to visit and make City of Louisville known for sport, community and bike riding, thus boosting the local economic vitality, demonstrates significant positive impact on Louisville-including providing an opportunity to help build community, foster a sense of pride within the community. We engage the residents, and local sponsors and businesses in the Louisville community, demonstrates significant positive impact on Louisville-including providing an opportunity to help build community, foster a sense of pride within the community, and engage our community, by providing this team building platform and venue for meeting others to train, join cycling clubs and teams to provide more healthy living. In doing so and all these above we create and contribute positively to the recognition and image of Louisville, and promotes it and strengthens it as a sport city, a bike friendly and cycling mecca that is positive for everyone.

*** Type of Sponsorship Requested:**

In-Kind

Monetary

*** For Monetary sponsorship, specify amount requested (number only, no punctuation):**

5,000

*** For Monetary sponsorship, what the funds will be used for:**

The funds are used to keep the event free for kids, free for women, and provide free pizza and hamburgers each week. We pay for the USA Cycling insurance, the professional announcer, the EMT Medics and timing scoring and USA Cycling officials.

For In-Kind sponsorship, mark all that apply:

Police Support or City Services (such as road closure)

Waiver of Fees

I hereby attest the foregoing is true and correct, that all required permits and other approvals will be obtained prior to the event, and that any permit conditions or requirements will be met.

*** Print Name of Applicant:**

[REDACTED]

*** Signature of Applicant**

[REDACTED]

*** Date**

09/30/2025

**COMMUNITY EVENT SPONSORSHIP
APPLICATIONS UNDER REVIEW
FOR EVENTS
JANUARY 2026 TO JUNE 2026**

APPLICATION UNDER REVIEW:

Commuting Solutions

Silver Sponsorship

1669 Euclid Ave, University Memorial Center, CU-Boulder

JAN 10, 2026

Community Event Sponsorship Application

Thank you for your interest in community event sponsorship! For events taking place from January–June 2026, community event sponsorship applications are due **October 1, 2025**, and the City Council will consider them on **November 3, 2025**. For more information, visit [Community Event Sponsorship policy](#). For questions or support, email Sponsorships@LouisvilleCO.gov.

*** Name of Organization**

Commuting Solutions

*** Organization Address**

2855 63rd Street
Boulder CO 80301

*** Primary Contact**

[REDACTED]

*** Primary Contact Phone Number**

[REDACTED]

*** Primary Contact Email Address**

[REDACTED]

*** Organization Purpose/Mission**

Commuting Solutions is dedicated to delivering innovative transportation options that connect commuters to their workplaces, businesses to their employees and residents to their communities. We advocate for infrastructure and transportation improvements, create essential partnerships and educate citizens. Our work is to provide progressive, flexible and sustainable transportation solutions that also reduce emissions and mitigate the impacts of climate change. We serve the Northwest region of the Denver Metro Area including Louisville, CO.

*** Type of Organization**

Non-Profit

*** Non-Profit ID/501 (c) #**

84-1594869

*** Event Name**

Silver Sponsorship: Supports Legislative Breakfast, Sustainable Transportation Summit, and Quarterly Membership Meetings

*** Brief Description of Event**

The Silver Sponsorship supports our two annual signature events: The 2026 Legislative Breakfast and Sustainable Transportation Summit, along with quarterly membership meetings. The Legislative Breakfast focuses on transportation priorities for the upcoming legislative session. The Summit focuses on innovation and progress in sustainable transportation and economic development. The four membership meetings each have a unique content focus including public policy and legislation, transportation and infrastructure progress, sustainability, and economic vitality and development.

*** Type of Event**

Neighborhood Group
Non-Profit

*** Event Location**

University Memorial Center, University of Colorado. 1669 Euclid Ave
Boulder CO 80309

*** Event Date and Time**

01/10/2026 8:00 AM

*** Expected Number of Participants**

200

If this event would not proceed without a sponsorship, please explain:

The Legislative Breakfast is one of the six events supported by this Silver Sponsorship. Please see Description of Event section for more information.

*** Is the event free and open to the public?**

No

If the event is NOT free and open to the public, please explain. *Note: Ticketed events seeking City sponsorship must demonstrate significant positive impact to the community and provide opportunities for broad public impact.

This is a ticketed event which brings together key leaders from the public sector and elected officials, including the Governor, to highlight priorities for the upcoming legislative session focused on transportation, infrastructure, sustainability, and economic development.

Please explain how the event meets one or more of the sponsorship eligibility criteria:

- 1-Provides direct benefits to Louisville residents to include boosting the local economic vitality, demonstrates significant positive impact on Louisville-including providing an opportunity to to help build community, foster a sense of pride within the community.
- 2-Engages our community, and/or demonstrates significant positive impact on Louisville-including providing an opportunity to help build community, foster a sense of pride within the community, and engage our community.
- 3-Contributes positively to the recognition and image of Louisville.

*** How the event meets the sponsorship eligibility requirements:**

This event and the other 5 events covered under the Silver Level Sponsorship (the Sustainable Transportation Summit and quarterly Membership Meetings) demonstrate significant positive impact on Louisville by convening elected officials and public sector leaders to educate the public (attending guests) on the most pressing issues in public transportation, infrastructure, sustainability, and economic development in the Northwest region, including Louisville, CO. These events engage the community and help build coalitions focused on progress for our region while also contributing positively to the recognition and image of Louisville.

* Type of Sponsorship Requested:

Monetary

*** For Monetary sponsorship, specify amount requested (number only, no punctuation):**

2,100

*** For Monetary sponsorship, what the funds will be used for:**

The funds for the Silver Sponsorship (\$2,100) will support our two annual signature events (Legislative Breakfast and Summit) and also our four quarterly membership meetings.

For In-Kind sponsorship, mark all that apply:

I hereby attest the foregoing is true and correct, that all required permits and other approvals will be obtained prior to the event, and that any permit conditions or requirements will be met.

*** Print Name of Applicant:**

Commuting Solutions - [REDACTED]

*** Signature of Applicant**

[REDACTED]

*** Date**

09/10/2025

APPLICATION UNDER REVIEW:

Without Limits Productions

Louisville Criterium

Centennial Parkway in Louisville

MAY 16, 2026

Community Event Sponsorship Application

Thank you for your interest in community event sponsorship! For events taking place from January–June 2026, community event sponsorship applications are due **October 1, 2025**, and the City Council will consider them on **November 3, 2025**. For more information, visit [Community Event Sponsorship policy](#). For questions or support, email Sponsorships@LouisvilleCO.gov.

*** Name of Organization**

Without Limits Productions

*** Organization Address**

2560 Canfield Ln.
Lafayette, CO CO 80026

*** Primary Contact**

[REDACTED]

*** Primary Contact Phone Number**

[REDACTED]

*** Primary Contact Email Address**

[REDACTED]

*** Organization Purpose/Mission**

Our goal for the past 26 years of this race is to continue providing a safe racing opportunity for all ages (9 years old - 75 years old) for local cyclists looking to get into a competitive racing sport. We want to continue showing that this can be done in a manner that limits the impact to local neighbors and street closures, while providing a safe racing environment. For a few decades now the number of cycling opportunities (racing and recreational rides) has been reduced as towns expand and develop, but our goal is to ensure opportunities still exist in harmony with a growing community.

*** Type of Organization**

Other: For profit production company with a charity component

*** Non-Profit ID/501 (c) #**

NA

*** Event Name**

Louisville Criterium

*** Brief Description of Event**

This is the 26th annual criterium bike race in Louisville, Colorado - the longest running bike race in Colorado.

*** Type of Event**

Other: For profit with charity component

*** Event Location**

Centennial Parkway
Louisville CO 80026

*** Event Date and Time**

05/16/2026 8:00 AM

*** Expected Number of Participants**

500

If this event would not proceed without a sponsorship, please explain:

SKIPPED

*** Is the event free and open to the public?**

No

If the event is NOT free and open to the public, please explain. *Note: Ticketed events seeking City sponsorship must demonstrate significant positive impact to the community and provide opportunities for broad public impact.

We charge an entry fee to participate to cover our medical team, insurance, and race officials, with a portion of that entry going to our non profit partners in the cycling community. Our goal is to provide a safe racing experience on closed roads.

Please explain how the event meets one or more of the sponsorship eligibility criteria:

- 1-Provides direct benefits to Louisville residents to include boosting the local economic vitality, demonstrates significant positive impact on Louisville-including providing an opportunity to help build community, foster a sense of pride within the community.
- 2-Engages our community, and/or demonstrates significant positive impact on Louisville-including providing an opportunity to help build community, foster a sense of pride

within the community, and engage our community.
3-Contributes positively to the recognition and image of Louisville.

*** How the event meets the sponsorship eligibility requirements:**

For 27 years we've been able to provide a safe race environment for the local community looking to venture into the world of bike racing for ages 9 years old - 75 years old. It's become the longest running competitive cycling event in the state and brings 500 racers each spring to Louisville. We've been able to keep the race alive through sponsorship as we keep the entry fee very low to help provide a minimal barrier to entry for people looking to join the cycling race community, and also show that cycling races can be done in a safe way, free of vehicle traffic. Over the years this race has become a model for other race directors and towns looking to bring competitive cycling races to their areas, providing a model that it can be done in a way that balances and limits the impact to a community with regards to auto-traffic/street closures.

* Type of Sponsorship Requested:
In-Kind

*** For Monetary sponsorship, specify amount requested (number only, no punctuation):**
500

*** For Monetary sponsorship, what the funds will be used for:**
To help cover permit fees.

For In-Kind sponsorship, mark all that apply:
Waiver of Fees

I hereby attest the foregoing is true and correct, that all required permits and other approvals will be obtained prior to the event, and that any permit conditions or requirements will be met.

*** Print Name of Applicant:**

██████████

*** Signature of Applicant**

██████████

*** Date**
09/18/2025

APPLICATION UNDER REVIEW:

Louisville Elementary PTO

Panther Party + Silent Auction 2026

Ascent Community Church in Louisville

APR 10, 2026

Community Event Sponsorship Application

Thank you for your interest in community event sponsorship! For events taking place from January–June 2026, community event sponsorship applications are due **October 1, 2025**, and the City Council will consider them on **November 3, 2025**. For more information, visit [Community Event Sponsorship policy](#). For questions or support, email Sponsorships@LouisvilleCO.gov.

*** Name of Organization**

Louisville Elementary PTO

*** Organization Address**

400 Hutchinson St.
Louisville CO 80027

*** Primary Contact**

[REDACTED]

*** Primary Contact Phone Number**

[REDACTED]

*** Primary Contact Email Address**

[REDACTED]

*** Organization Purpose/Mission**

The Louisville Elementary School Parent-Teacher Organization (PTO) is dedicated to enhancing the educational, social and emotional development of our students through strategic fundraising, robust volunteer support, and intentional community building. Together, we strive to foster a collaborative environment where parents, teachers, and administrators unite to provide resources and opportunities that enrich our school and empower every student to thrive.

*** Type of Organization**

Non-Profit
School Organizaion

*** Non-Profit ID/501 (c) #**

82-4799098

*** Event Name**

Panther Party + Silent Auction 2026

*** Brief Description of Event**

The Louisville Elementary Parent Teacher Organization is proud to host our 2nd annual Panther Party + Silent Auction, a cornerstone event that brings together parents, staff, and community members to support our school. Attendees will celebrate our wonderful local businesses and community by enjoying local food and beverages, as well as recognizing the generosity of local businesses that donated items to the silent auction.

*** Type of Event**

Other: Silent Auction fundraiser

*** Event Location**

Ascent Community Church, 550 McCaslin Blvd Unit A
Louisville CO 80027

*** Event Date and Time**

04/10/2026 6:30 PM

*** Expected Number of Participants**

300

If this event would not proceed without a sponsorship, please explain:

SKIPPED

*** Is the event free and open to the public?**

No

If the event is NOT free and open to the public, please explain. *Note: Ticketed events seeking City sponsorship must demonstrate significant positive impact to the community and provide opportunities for broad public impact.

The event is open to all 21+ community members, but there is a ticket price to cover the cost of food and drinks at the event. Attendees must be 21+ since alcohol is served at the event.

Please explain how the event meets one or more of the sponsorship eligibility criteria:

1-Provides direct benefits to Louisville residents to include boosting the local economic vitality, demonstrates significant positive impact on Louisville-including providing an

opportunity to to help build community, foster a sense of pride within the community.

2-Engages our community, and/or demonstrates significant positive impact on Louisville-including providing an opportunity to help build community, foster a sense of pride within the community, and engage our community.

3-Contributes positively to the recognition and image of Louisville.

*** How the event meets the sponsorship eligibility requirements:**

This event raises essential funds for classroom resources, educational programs, and enrichment opportunities that directly benefit all students at Louisville Elementary. Attendees enjoy an engaging evening featuring a wide variety of auction items donated by local businesses and families. Local businesses receive a boost in visibility and community goodwill when they generously contribute to the silent auction, making their support a win-win for both our school and the broader community. Through this event, we are also working to foster a stronger sense of community and school pride—an effort that is especially important as we address declining enrollment and pave the way for more local families to choose Louisville Elementary for their children’s education. By sponsoring this event, you’ll play a vital role in strengthening our school community while gaining visibility among hundreds of local families and supporters. Your partnership demonstrates a commitment to education, community growth, and the success of Louisville’s students.

*** Type of Sponsorship Requested:**

In-Kind

Monetary

*** For Monetary sponsorship, specify amount requested (number only, no punctuation):**

1,500

*** For Monetary sponsorship, what the funds will be used for:**

The funds will go to directly to the LES PTO, which uses fundraising money in large part to fund additional para-educator salaries. These additional staff members are imperative to the success of the teachers at the school, providing support when needed so teaching staff can focus on core curriculum items with the students. Other funds obtained by the PTO are used for special events like visiting authors, special assemblies, classroom supplies, etc.

For In-Kind sponsorship, mark all that apply:

Waiver of Fees

I hereby attest the foregoing is true and correct, that all required permits and other approvals will be obtained prior to the event, and that any permit conditions or requirements will be met.

*** Print Name of Applicant:**

██████████, LES PTO Board Member

*** Signature of Applicant**

██████████

*** Date**

09/22/2025

APPLICATION UNDER REVIEW:

Davis Phinney Foundation for Parkinson's

Tour de Victory Cycling Challenge

2800 Dagny Way-Lafayette YMCA

MAY 16, 2026

Community Event Sponsorship Application

Thank you for your interest in community event sponsorship! For events taking place from January–June 2026, community event sponsorship applications are due **October 1, 2025**, and the City Council will consider them on **November 3, 2025**. For more information, visit [Community Event Sponsorship policy](#). For questions or support, email Sponsorships@LouisvilleCO.gov.

*** Name of Organization**

Davis Phinney Foundation for Parkinson's

*** Organization Address**

357. S. McCaslin Blvd. Ste. 105
Louisville CO 80027

*** Primary Contact**

[REDACTED]

*** Primary Contact Phone Number**

[REDACTED]

*** Primary Contact Email Address**

[REDACTED]

*** Organization Purpose/Mission**

The Davis Phinney Foundation was founded in 2004 by Olympic medalist and retired professional cyclist Davis Phinney to help people with Parkinson's live well today. The organization's focus is to provide programs, resources, and events that offer inspiration, information, and tools that enable people living with Parkinson's to take action that can immediately improve their quality of life. Our community includes people living with Parkinson's, Parkinson's care partners, families and friends of those living with Parkinson's, physicians, and Parkinson's allied health professionals. Our programs include The Victory Summit® Leadership Series, Every Victory Counts® manual, Care Partner manual, Ambassador Leadership Program, and extensive print and online educational content in both English and Spanish. The Davis Phinney Foundation has invested in research, programs, and educational materials that have impacted millions of lives. Our mission is to ensure people with Parkinson's and their loved ones are inspired to live fully and confidently supported by the knowledge, resources, and community that empower them to embrace living with purpose and strength.

*** Type of Organization**

Non-Profit

*** Non-Profit ID/501 (c) #**

20-0813566

*** Event Name**

Tour de Victory Cycling Challenge

*** Brief Description of Event**

Partnering as a Tour de Victory sponsor connects you with our active and healthy lifestyle audience, all while supporting a life-changing cause. The Tour de Victory Cycling Challenge is a non-competitive road cycling event benefitting the Davis Phinney Foundation for Parkinson's. Winding through the beautiful Louisville and Lafayette countryside, cyclists of all riding abilities are invited participate in a 100K, 50K, or 20K route. All distances are fully supported with stocked rest stops, on-route SAG vehicles, and medical support, followed by a finishline celebration open to all riders, supporters, and friends of the Davis Phinney Foundation. The Davis Phinney Foundation engages hundreds of athletic and passionate event participants, volunteers, fundraisers, and more. Demonstrating that you share their passion for staying active and helping people with Parkinson's live well today will build a strong bond far beyond traditional advertising. The mission of the Foundation is to help people with Parkinson's live well today. Research supported by the Foundation has shown that cycling can reduce Parkinson's motor symptoms up to 35 percent for hours and even days afterwards. Partner with the Tour de Victory and the Davis Phinney Foundation to help increase awareness of the many benefits of cycling for people with Parkinson's!

*** Type of Event**

Non-Profit

*** Event Location**

Lafayette YMCA, 2800 Dagny Way
Lafayette CO 80026

*** Event Date and Time**

05/16/2026 8:00 AM

*** Expected Number of Participants**

475

If this event would not proceed without a sponsorship, please explain:

N/A

*** Is the event free and open to the public?**

No

If the event is NOT free and open to the public, please explain. *Note: Ticketed events seeking City sponsorship must demonstrate significant positive impact to the community and provide opportunities for broad public impact.

This is the signature fundraising event for the Davis Phinney Foundation for Parkinson's. Registration to ride is \$150/per person. There is also a pedal in place, stationary bike, option for just \$35/per person. We have discounts for anyone with Parkinson's for any of the event options. We are in the early stage of planning this event for May 2026, but may be considering a walk option too.

Please explain how the event meets one or more of the sponsorship eligibility criteria:

1-Provides direct benefits to Louisville residents to include boosting the local economic vitality, demonstrates significant positive impact on Louisville-including providing an opportunity to help build community, foster a sense of pride within the community.

2-Engages our community, and/or demonstrates significant positive impact on Louisville-including providing an opportunity to help build community, foster a sense of pride within the community, and engage our community.

3-Contributes positively to the recognition and image of Louisville.

*** How the event meets the sponsorship eligibility requirements:**

Tour de Victory brings close to five hundred participants and volunteers to Louisville and Lafayette for this one-day event in mid-May. Participants come from across Colorado and out-of-state to ride and support the vital work of the Davis Phinney Foundation. Tour de Victory partners with local businesses and organizations that provide in-kind, monetary support, volunteer hours and ride teams/participants for the event. It is a great opportunity to pull your family and/or work team together, all in support of a Foundation that produces critical resources, programs, and events to help the Parkinson's community live well today! Louisville businesses have been gracious partners and supporters to this event and we are hopeful the City of Louisville will consider sponsoring this fundraiser in 2026.

* Type of Sponsorship Requested:

Monetary

*** For Monetary sponsorship, specify amount requested (number only, no punctuation):**

2,500

*** For Monetary sponsorship, what the funds will be used for:**

Sponsorship funds are used for general operating support for the Davis Phinney Foundation. Every dollar helps our non-profit sustain and grow the resources, programs, trainings, and events that we offer to individuals with Parkinson's, care partners, health care providers, and others in our community.

For In-Kind sponsorship, mark all that apply:

I hereby attest the foregoing is true and correct, that all required permits and other approvals will be obtained prior to the event, and that any permit conditions or requirements will be met.

*** Print Name of Applicant:**

[REDACTED]

*** Signature of Applicant**

[REDACTED]

*** Date**

09/22/2025

APPLICATION UNDER REVIEW:

3w Races

Colorado 13er

Dillon Rd in Louisville

JUN 7, 2026

Community Event Sponsorship Application

Thank you for your interest in community event sponsorship! For events taking place from January–June 2026, community event sponsorship applications are due **October 1, 2025**, and the City Council will consider them on **November 3, 2025**. For more information, visit [Community Event Sponsorship policy](#). For questions or support, email Sponsorships@LouisvilleCO.gov.

*** Name of Organization**

3W races

*** Organization Address**

4200 W 17th Ave
Denver CO 80204

*** Primary Contact**

[REDACTED]

*** Primary Contact Phone Number**

[REDACTED]

*** Primary Contact Email Address**

[REDACTED]

*** Organization Purpose/Mission**

Our Motto is: Do What You Can, When You Can, Where You Are We believe that you don't have to be elite to be involved and you don't have to change the world to change a life! We're creating a better existence for ourselves and our neighbors by offering local racing events in partnership with local businesses which benefit local charities.

*** Type of Organization**

Other: For Profit Race Company

*** Non-Profit ID/501 (c) #**

n/a

*** Event Name**

Colorado 13er

*** Brief Description of Event**

The Colorado 13er is THE event where the best parts of trail running and road racing combine to create a truly enjoyable, kind-to-your-body, well-supported 13.1 race! Seasoned runners and first-timers alike appreciate the excellent communication from the 13er race crew who make this event accessible for athletes of all levels. At every 3W Races event, we partner with a hyper-local charity. For the Colorado 13er event, we are excited to partner with Community Food Share!

*** Type of Event**

Other: For Profit race company

*** Event Location**

1200 Dillon Road
Louisville CO 80027

*** Event Date and Time**

06/07/2026 6:30 AM

*** Expected Number of Participants**

300

If this event would not proceed without a sponsorship, please explain:

n/a

*** Is the event free and open to the public?**

No

If the event is NOT free and open to the public, please explain. *Note: Ticketed events seeking City sponsorship must demonstrate significant positive impact to the community and provide opportunities for broad public impact.

This is a 5k/10k/half marathon race. We partner with Community Food share and encourage runners to donate online during registration or bring items on race day for in kind donations.

Please explain how the event meets one or more of the sponsorship eligibility criteria:

- 1-Provides direct benefits to Louisville residents to include boosting the local economic vitality, demonstrates significant positive impact on Louisville-including providing an opportunity to to help build community, foster a sense of pride within the community.
- 2-Engages our community, and/or demonstrates significant positive impact on Louisville-including providing an opportunity to help build community, foster a sense of pride

within the community, and engage our community.
3-Contributes positively to the recognition and image of Louisville.

*** How the event meets the sponsorship eligibility requirements:**

This race partners with Community Food Share to bring awareness to what they do in the community and to raise funds/items for them. We also work with a few local business to have an "after party" where racers can go to those business (2025 was Pauls Coffee and Tea) and get a small deal when they make a purchase. Helps to bring awareness to some local business. This event in 2025 had about 50 registrations from outside of Colorado. These people were able to come run this race and enjoy all that Louisville had to offer.

* Type of Sponsorship Requested:
In-Kind

*** For Monetary sponsorship, specify amount requested (number only, no punctuation):**
SKIPPED

*** For Monetary sponsorship, what the funds will be used for:**
n/a

For In-Kind sponsorship, mark all that apply:
Waiver of Fees

I hereby attest the foregoing is true and correct, that all required permits and other approvals will be obtained prior to the event, and that any permit conditions or requirements will be met.

*** Print Name of Applicant:**
[REDACTED]

*** Signature of Applicant**
[REDACTED]

*** Date**
09/23/2025

Discussion / Direction Community Events Sponsorship Program

-

2025 Applications for Events January – June 2026

November 3, 2025

Presented By:

Diana Langley, City Manager
Samma Fox, Deputy City Manager



Purpose and Expectations

- To review Community Event Sponsorship (C.E.S.) applications and staff recommendations
- To provide direction and determine C.E.S. awards

Background/Prior Discussions

The Program establishes a process for eligible organizations to apply for sponsorship for qualifying events effective September 1, 2025.

Eligible events:

- Promote cultural, artistic, and athletic enrichment
- Create opportunities for community connection
- Strengthen Louisville's traditions and identity

Previous discussions:

- Council supported the inclusion of \$10k in the 2026 budget at the July 23, 2025 budget retreat.
- Economic Vitality Committee (EVC) discussed policy and directed staff to bring the item before Council.
- Council approved Resolution No. 61 - A Resolution Adopting A Community Events Sponsorship Policy on August 19, 2025 effective September 1, 2025.

Criteria

To be eligible for sponsorship, the event must:

- Provide direct benefits to Louisville residents
- Agree to promote the City's sponsorship of the event
- Be open to the general public*
- Have the majority of the event located in Louisville
- Contribute to the economic vitality of the City
- Applicants may be non-profit organizations, neighborhood groups, or school organizations. Events must have proper permitting documentation and liability insurance coverage. Events serving religious or political purposes are not eligible.

**The policy addresses ticketed events*

Review

- A cross-departmental team reviewed and provided feedback on the 9 applications received
- 4 of 9 – Met criteria and staff recommends award
- 3 of 9 – Require additional review and Council consideration
- 2 of 9 – Do not qualify

Staff Award Recommendations

Organization	Event	Requested Monetary Contribution	Estimated Requested In-Kind Costs	Full Request	Recommendation
Neighbors Connect	Get-Together	\$300	\$725 - \$1,675	\$1,025- \$1,675	Up to \$850
My Nature Lab	Snake Slither 5k	N/A	\$550 - \$1,200	\$550 - \$1,200	Up to \$600
Rock for the People	Louisville Live	\$10,000	~\$2,500	\$12,500	Up to \$1,000
Sanitas Sports	Tuesday Thunder	\$5,000	\$550 - \$1,200	\$5,550 - \$6,200	Up to \$1,000
TOTALS		\$15,300	\$4,150 - \$6,100	\$19,450 - \$21,400	\$3,450

Award Application

- For consistency, staff recommends distributing awards in using the following strategy:
 - First – Monetary award, up to their requested amount
 - Second – Marketing in-kind services
 - Third – Remaining award amount to be used for other in-kind service requests starting with fee waivers

Ticketed Events

Per policy:

Ticketed events seeking City sponsorship must demonstrate a significant positive impact on the community and provide opportunities for broad public access.

Organization	Event	Monetary Request	In-Kind Request
Commuting Solutions	Silver Sponsor.	\$2,100	None
LES PTO	Silent Auction	\$1,500	Waiver of Fees
Davis Phinney	Tour de Victory	\$2,500	None

Not Eligible

The following organizations are for-profit.

Organization	Event	Monetary Request	In-Kind Request
Without Limit Productions	Louisville Criterium	\$500	Waiver of Fees
3w Races	Colorado 13er	None	Waiver of Fees

Council Direction Needed

- Does Council support the staff recommendations and approach?
- Does Council wish to make any awards for ticketed events?
- If awards are under \$5,000, does Council wish to add this to the total available for cycle 2?

Thank you & Next Steps

Next steps:

- Staff will notify applicants of application status
- Staff will engage with applicants as needed
 - Permitting
 - Liability / Insurance
 - In-kind services support
- Next Round Opens March 2026, for Council consideration in May