



2025 VENDOR/ SPONSOR GUIDE



About Open Streets

2025 marks the 10th year for Open Streets events in Fort Collins, where participants can expect 1-2 miles of car-free, family-friendly streets. Participants can move freely and safely throughout the route, while enjoying live music, food trucks, and fun activities along the way.

Open Streets events aim to show participants that travelling by bike, foot, scooter, and other active, car-free transportation modes can be comfortable, easy, and a healthy alternative to driving. Each vendor booth is unique: they could include live music, local food trucks, health- and wellness-inspired activities, and participant-made art! The possibilities are endless at Open Streets.

As an Open Streets sponsor, you have an opportunity to connect with participants at a unique Fort Collins event. The event marketing mix is comprised of digital and print material leading up to the event, plus many great opportunities for spreading your brand during the event to the over 7,000 participants we've come to expect!

Mission

Open Streets events help the community re-imagine how our roadway space is used by creating temporary car-free spaces for people to enjoy while walking, bicycling, rolling, or scooting.

2025 Event Details

Date: Sunday, September 14, 2025, 10 a.m. to 3 p.m.

Location: Lady Moon Drive from Le Fever Drive to Shallow Pond Drive

Reach: 7,000-8,000 participants (majority neighborhood residents and families).

Fees

Local businesses and organizations may choose to engage with Open Street as a vendor or as an official event sponsor with exclusive benefits tailored to meet your marketing and budget goals.

Vendor: \$100 with reduced costs for non-profits and government agencies.

Sponsor: \$3,000 with unique and exclusive benefits described below.

Your fees and sponsorships are used to help us pay to produce the Open Streets event that you are participating in. The City of Fort Collins is a not-for-profit organization and will only collect fees and sponsorships less than or equal to the amount budgeted to produce the event.

Payment Process

Staff will contact you once your application has been approved. Then, you will receive a form via email that indicates approval and provides payment options. You will be able to pay your fee b, in-person as well as by credit card, debit card, or e-check.

A service charge of \$25.00 will be charged for all returned checks. All fees and sponsorships are non-refundable unless the City of Fort Collins cancels the event for any reason.



Vendor Information

Vendors will be placed along the route to provide consistent programming from beginning to end. Participants *Ride the Route* to explore and create an opportunity to connect with local organizations.

Vendor Fees

- Private Business: **\$100**
- Non-profit organization or government agency: **\$50**
- City of Fort Collins Department: **No charge**

Included in the Fee

- One 10'x10' space for your organizational tent to host free, interactive activities. You may conduct sales in addition to hosting your free activity. **All vendors should plan a free activity.** Space is flexible. Staff will assign your location. (Additional spaces or central placement in one Hub additional \$100 for private business, \$50 for non-profit)
- Business name included on our print and digital Event Program featuring Route Map.
- Direct access to 1000s of participants that will engage in your interactive activity.
- Shout outs in social media, newsletters, and other general event promotion.

How to Register

Registration will open on June 13. [Subscribe to our newsletter](#) to be notified. There will be an application to provide us with your organization's information, sponsorship choices, booth/activity plans, and payment by **August 30, 2025**. Once you've registered online, a staff member will be in touch to confirm or work through any remaining details.

Need assistance brainstorming an activity for your booth? We are here to help! Check out the list of example activities below or reach out to us for additional ideas. Be sure to reach out before August 30!

Example Activities

- Art competitions or demos
- Drop-in exercise classes
- Photo booths
- Bike/Scooter/Skateboard decorating
- Musical instrument demos
- Tie-Dye
- Yard or carnival-like games
- Trivia
- Obstacle courses
- Cooking demos
- Bike maintenance tutorials
- Outdoor chess, checkers, scrabble
- Jump rope
- **Anything interactive and family-friendly!**



Sponsorship Information

Open Streets sponsors reach thousands of community members while directly supporting core components of the event!

Your Sponsorships of \$3,000 includes the following benefits:

- Organizational 10'x10' space (optional) centrally located along route
- Logo Placement along route
- Open Streets website- Flickr photo account of all past events
- Email newsletter (reach of 5,000+ each, sent one and two months prior to event)
- Select logo placement on front of Event Program
- Social media recognition
- Acknowledgement in all press releases

Contact

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