

2027 Partnership Opportunities



HIGHLANDS
RANCH
COMMUNITY ASSOCIATION



Highlands Ranch

Highlands Ranch is a 22,000-acre master-planned community founded in 1981. It has earned numerous awards for its well-designed neighborhoods, parks and open spaces, offering residents a high quality of life just 12 miles south of Denver. Today, the community continues to strike a balance between its rich history, modern living and environmental conservation.

 Zip Codes 80126, 80129, 80130 and 80163	 Unique Recreation Center Users 54,000	 Elevation 5,920	 Households with Children under 17 11,000
 Conservation Property 8,200 Acres	 Total HRCA Event Attendees 80,000	 Population 100,000	 Households 39,000
 Median Age 42.7	 Gender 50.8% M 49.2% F	 Household Income \$152,987	 Homeownership Rate 79.2%



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HRCA Events

The Highlands Ranch Community Association hosts dozens of events welcoming more than 80,000 participants throughout the year. Events range from free family gatherings – such as the popular Fourth of July Parade and Oktoberfest – to ticketed experiences including Beer Fest and the annual Golf Tournament, which benefit multiple non-profit organizations associated with HRCA.

These events allow Community Partners to connect with attendees in multiple ways, including title sponsorships, booth presence and unique activations that will help your organization stand out as a Highlands Ranch supporter.

Pricing and activation opportunities vary depending on the event, so make sure to discuss with HRCA the most impactful ways for your company to get in front of the community today.



Events List

The list below includes the most popular events throughout the 2027 HRCA calendar, but is not all-inclusive. Specific dates will be set for events as they approach. Many events are weather permitting. For complete descriptions of these events, including all activation opportunities, contact HRCA today to discuss becoming a Community Partner.

March

Easter Egg Hunt

April

Spring Bazaar

May

Tequila & Tacos
Friday Night Markets

June

Beer Festival
Car Show
Golf Tournament
Friday Night Market
Summer Concert Series

July

July 4 Parade
July 4 Fireworks
Friday Night Market
Summer Concert Series

August

Friday Night Market

September

Doggie Splash
Fall Craft Fair
Oktoberfest

October

Oaked & Smoked

November

Holiday Gift Fair
Nutcracker Highlights

December

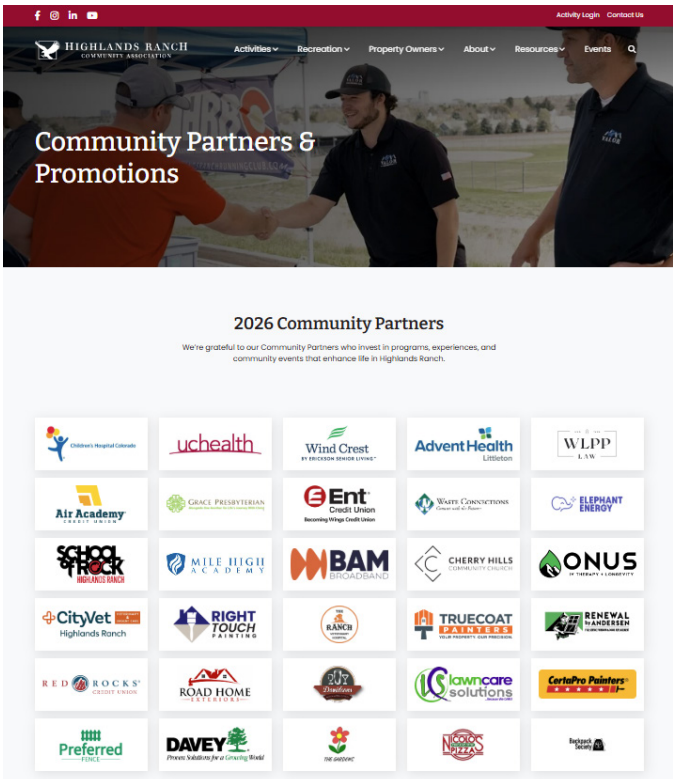
Hometown Holiday



Brand Placement & Advertising

By becoming an HRCA Community Partner, your organization’s brand will be visible to the community in multiple high-profile areas, providing a meaningful connection to Highlands Ranch residents and guests of its facilities and events.

Additionally, Community Partners will have the opportunity to advertise in multiple publications distributed to Highlands Ranch residents, providing the opportunity to promote timely initiatives or update artwork to meet seasonal goals.



Logo Placement

Community Partner logos will be placed on HRCAOnline.org, on Community Partner walls in each of HRCA’s four recreation facilities, and in Community Partner lockups in each issue of the HRCA Newsletter and Activity Guide.



Facility Digital Displays

Community Partners may provide advertising on digital displays that are prominently located throughout all four HRCA facilities. These ads rotate among all Community Partners, and may be updated on demand to promote time-sensitive initiatives or brand activations.



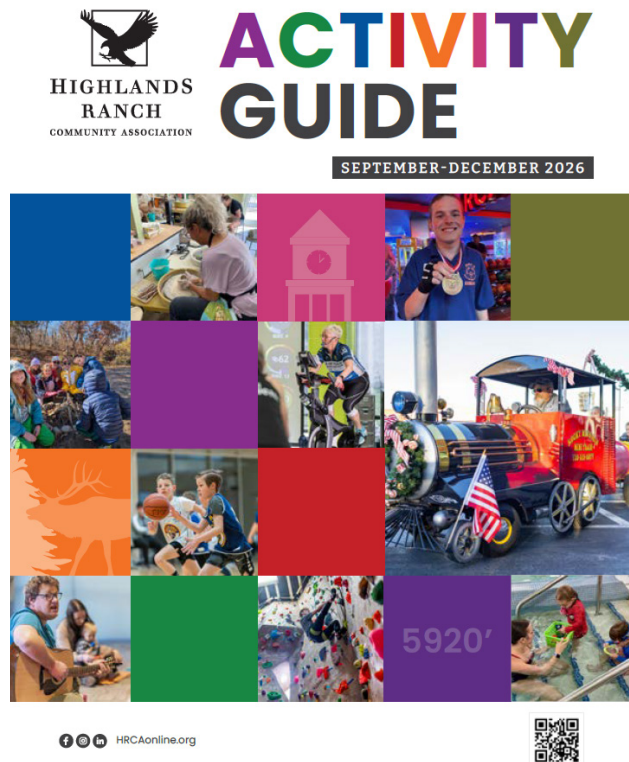
Brand Placement & Advertising



Newsletter

The HRCA Newsletter is a monthly primarily digital publication distributed to HRCA residents and guests providing updates on local happenings and outlining key upcoming programs and events. The newsletter consistently receives the most engagement of any HRCA communication, and is made available for viewing on HRCOnline.org at all times.

Community Partners may promote their services with either 1/6 page or limited 1/4 page advertisements.



Activity Guide

The HRCA Activity Guide is published three times each year and is distributed to HRCA residents and guests in both print and digital formats. The guide serves as a compendium of all activities over the upcoming four months, and is used as a reference for individuals and families looking to take advantage of all Highlands Ranch has to offer.

Community Partners may promote their services with 1/6 page advertisements or limited 1/4 page and 1/2 page advertisements.



Backcountry Wilderness Area

The Backcountry Wilderness Area Fund exists to improve wildlife habitat, inspire the next generation of nature stewards, and ignite a lifelong love of the outdoors for all. This work is powered by our community—individual donors, corporate partners, grants, and volunteers who believe local wild places are worth protecting. Through partnership, businesses can make a visible impact on conservation while connecting their brand with the people who live, work, and play in our community.

Annual Sponsorship

Become a year-round partner in habitat conservation and connecting our community with nature. Annual sponsors receive ongoing opportunities to align their business with conservation, outdoor recreation, environmental education and meaningful community impact.

Event Sponsorship

Connect your organization with the audiences that matter most to you by sponsoring one of our annual events or programs. Opportunities range from family-focused community events to outdoor recreation and conservation experiences, giving your business meaningful visibility while directly supporting the Backcountry Wilderness Area.

Sponsor-a-Shot

Make your mark on one of the region's premier outdoor archery experiences by adopting a shot on our 28-target 3D Archery Range. Your business receives on-course recognition while supporting a unique recreational amenity that brings archers into the Backcountry throughout the season.

Sponsor opportunities may be discussed with HRCA to find the most impactful ways to demonstrate your company's commitment to the Highlands Ranch community and our environment.



Highlands Ranch Race Series

Are you looking to get your brand in front of many of the most active members of the Highlands Ranch community? Consider becoming a Highlands Ranch Race Series sponsor! From festive 5Ks and rugged trail runs to our mid-week mountain bike races and untimed kids' triathlon, there's something for every age and ability. Looking for an a la carte single-race sponsorship? Contact Sarah Corboy at racedirector@hrcaonline.org.



St. Patrick's Day 5K
March



Mother's Day 5K
May



Happy Hour Half K
June



Independence Day 5K
July



Mountain Bike Series
Summer Wednesdays



**Splash Mash Dash
Kids Triathlon**
August



Oktoberfest 5K
September



**Wildcat Mountain
Trail Races**
October



**Backcountry Wilderness
Half Marathon**
November



Neighborhood Network

Designed for small businesses, local restaurants and grassroots organizations, the Neighborhood Network offers an affordable way to make your brand visible to the Highlands Ranch community.

As a member of the HRCA Neighborhood Network, your company's logo, website and contact information will be available to visitors of the HRCA website and promoted as a valuable supporter of the community. Additionally, you will receive a 10% discount on vendor fees for individual events if you apply for them separately.

Community Partner FAQs

Who is eligible to become an HRCA Community Partner?

Businesses must be in good standing and align with HRCA's mission to enhance property values and create quality of life through recreation, community events and leadership. HRCA reserves the right to decline any business for any reason, including when it directly competes with HRCA's programs, events and facilities, or when there's already heavy representation in a specific business category.

When does the partnership year run?

Community Partnership aligns with the calendar year unless otherwise negotiated in your contract. Community Partnership fees will not be prorated should one join after January 1 of a given year.

What is the difference between a Community Partner and a Neighborhood Network member?

Community Partners are organizations that make a larger investment in HRCA's mission and events. Community Partners enjoy premium benefits, including advertising, guaranteed event presence, and increased visibility across HRCA's facilities and platforms. This level starts at \$5,000 per year, and is ideal for companies seeking deeper community engagement.



Community Partner Tiers

All Community Partners will be able to showcase their respective tier logo on general brand marketing including websites, email signatures and brick-and-mortar signage with HRCA prior approval, providing yet another way to demonstrate your company’s commitment to Highlands Ranch residents.



Burgundy
\$5,000



Navy
\$10,000



Gold
\$20,000+



Community Partner packages will be specifically crafted by you and HRCA to meet your organization’s objectives as well as budget. Please contact HRCA as soon as possible to set up a meeting to identify elements most important to your business.

For more information, or to set up your 2027 Community Partner meeting, contact Alex Clark, Marketing & Community Partnerships Manager at alex.clark@hrcaonline.org or 303-471-8828.





HIGHLANDS RANCH

COMMUNITY ASSOCIATION



RECREATION CENTERS

EASTRIDGE

9568 University Blvd

NORTHRIDGE

8800 Broadway

SOUTHRIDGE

4800 McArthur Ranch Rd

WESTRIDGE

9850 Foothills Canyon Blvd

 303.791.8968



HRCOnline.org