



Town of Superior Business Event Marketing Policy

March 2026

This policy guides the Town of Superior's marketing efforts and opportunities related to local business events to ensure transparency, fairness, and consistency in supporting our entire business community.

1. Objective

- Promote positive and fair representation of all local businesses.
- Support business growth and community engagement.
- Clarify the use of Town resources and channels in support of business events and business-related events.

2. Business Events Marketing Policy

The information below outlines the Town's policy on marketing opportunities for business events and business-related events:

- The Town of Superior will not share business event information or event ads via the Town's social media, via direct email, or via other electronic means.
- Town of Superior businesses are welcome to post event information in the form of flyers on the following boards:
 - **Community Board:** The Town has two Community Boards, one located in the Superior Community Center and one located in the Superior Civic Space. Businesses may post event information on the Community Boards so long as the event is **free and available to the public**.
 - **Business Board:** The Town has one Business Board, located in the Superior Civic Space. This board allows for businesses to post business events, ticketed events, sales, highlights, etc. in accordance with the Business Board policies, found on the Town's [Business Resources webpage](#).
- The Town of Superior will, when appropriate, work with businesses for Town events, with the business being an event partner or sponsor. In these situations, the Town of Superior will market the event information primarily, and highlight the business, sponsor, or partner secondarily to ensure the primary focus of the marketing efforts are event related



communications. All event partnerships and sponsorships covered by this policy will be managed by the Town of Superior's Events team.

- This policy will be updated as needed to reflect evolving best practices and community needs.

6. Locations

The Town's Community Boards and Business Board are found at the following locations:

Superior Civic Space – Community Board & Business Board
2250 Main Street, Unit 1001
Superior, CO 80027

Superior Community Center – Community Board
1500 Coalton Road
Superior, CO 80027

7. Contact

If you have any questions or concerns, or are looking for alternative event marketing opportunities please contact the Town of Superior's Economic Development Office.

Ellen Robertson

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