



Media Kit

About Colorado 811

Colorado 811, located in Golden, Colorado, officially known as the Utility Notification Center of Colorado is a free, state-mandated service that allows professional excavators and home/property owners to notify registered owner/operators of public underground utilities of any planned digging activity via a simple “One-Call” communication pathway – all you have to do is call 811 or put in your locate request ticket online.

Colorado 811 is a 501(C)(4) non-profit organization dedicated to public safety and damage prevention, and ensures reliable, timely, and accurate communication to allow property owners and professional excavators to dig safely, preventing accidental damage to underground public utility lines. **Colorado 811 does not perform utility line locate services directly.**

Why Sponsor Colorado 811?

Colorado 811 is dedicated to promoting safe digging practices and preventing utility line damage across the state. Partnering with us offers a unique opportunity to reach a highly engaged audience of homeowners, contractors, excavators, and industry professionals. Your sponsorship directly supports our mission to enhance public safety and protect vital infrastructure.

Audience Demographics

Website Visitors:

- Primarily Coloradans interested in safe digging and damage prevention.
- Mix of homeowners and professionals, including individuals from the excavation, utilities and public works sectors.
- High engagement with "How To" guides and safety resources.
- Individuals who are either planning or currently engaged in excavation projects.

Newsletter Subscribers:

- Dedicated professionals in excavation, construction, utilities, and public works.
- Individuals actively involved in excavation and landscaping.
- Receive regular updates on safety regulations, best practices, and industry news.
- Users of the Colorado 811 Ticketing System.

Event Attendees:

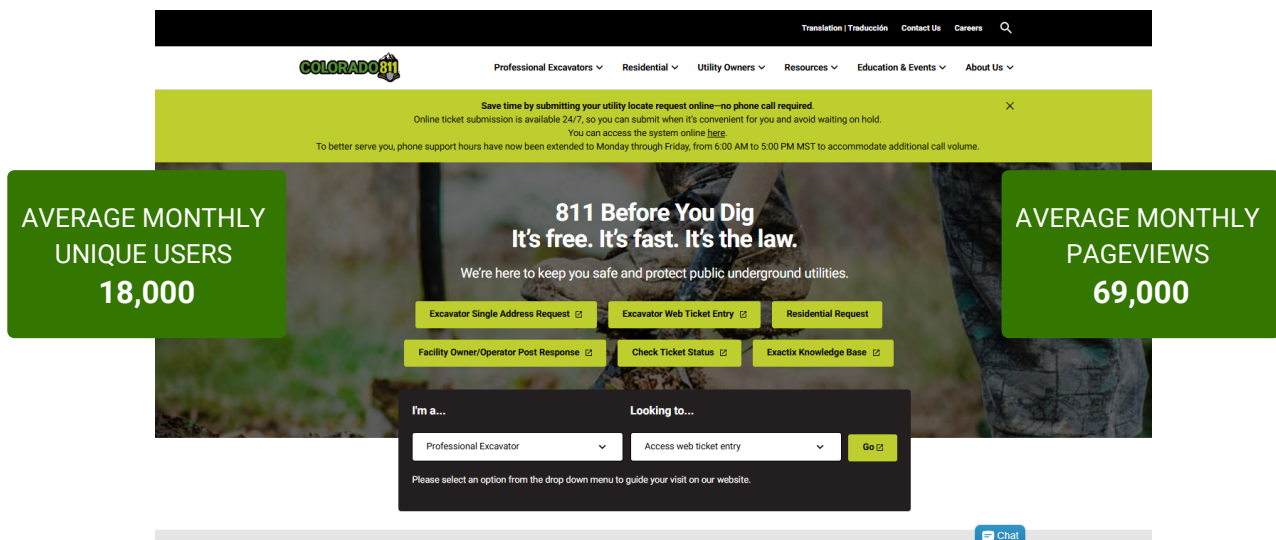
- Dedicated professionals in construction, utilities, and public works.
- Diverse range of excavators, locators, and operators.
- Company leaders and business owners to those directly involved in daily operations.
- Interest in education, best practices and new developments in damage prevention.

Colorado 811 Online

Web & E-Newsletter

Web

Our website, colorado811.org, receives consistent traffic from users seeking information on safe digging. Your banner or logo will be prominently displayed, ensuring your brand is seen by those who need your services.



The screenshot shows the Colorado 811 website homepage. At the top, there's a navigation bar with links for Translation, Traducción, Contact Us, and Careers. Below this is a main menu with categories like Professional Excavators, Residential, Utility Owners, Resources, Education & Events, and About Us. A yellow banner at the top of the main content area states: "Save time by submitting your utility locate request online—no phone call required. Online ticket submission is available 24/7, so you can submit when it's convenient for you and avoid waiting on hold. You can access the system online [here](#). To better serve you, phone support hours have now been extended to Monday through Friday, from 6:00 AM to 5:00 PM MST to accommodate additional call volume." The main content area features a large image of a person digging with the text "811 Before You Dig It's free. It's fast. It's the law. We're here to keep you safe and protect public underground utilities." Below this are several buttons: "Excavator Single Address Request", "Excavator Web Ticket Entry", "Residential Request", "Facility Owner/Operator Post Response", "Check Ticket Status", and "Exactix Knowledge Base". At the bottom, there's a form with two dropdown menus: "I'm a..." (set to Professional Excavator) and "Looking to..." (set to Access web ticket entry), with a "Go" button. A "Chat" button is in the bottom right corner.

AVERAGE MONTHLY UNIQUE USERS
18,000

AVERAGE MONTHLY PAGEVIEWS
69,000

E-Newsletter

Our monthly newsletter is distributed to a highly targeted list of industry professionals and stakeholders. This is an excellent channel to share your company's commitment to safety and connect with potential clients.



The screenshot shows the Colorado 811 Member Newsletter. The header features the Colorado 811 logo and the text "MEMBER NEWSLETTER". The main content area includes several sections: "Positive Response" with a reminder to attach responses for codes 002 and 025, and a link to "Download the Positive Response codes."; "Post Responses from your phone using 811's Exactix Ticketing System Mobile" with a link to "See step-by-step instructions for updating a ticket here."; "Exactix Ticketing System Update" with a link to "See step-by-step instructions for updating a ticket here."; and "1. Update and Cancel Tickets with Exactix" with a tip about using the CO811 Exactix Ticketing System. The bottom section is "2. Attach Visuals" with a tip about attaching maps or photos. A green overlay on the right side of the newsletter preview displays the subscriber count.

MONTHLY NEWSLETTER SUBSCRIBERS
8,250

Colorado 811 Online

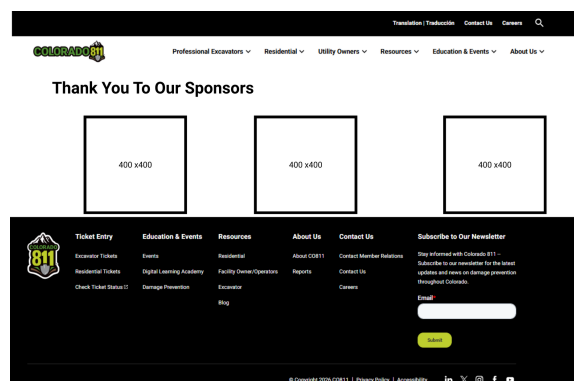
Web & E-Newsletter

Sponsorship

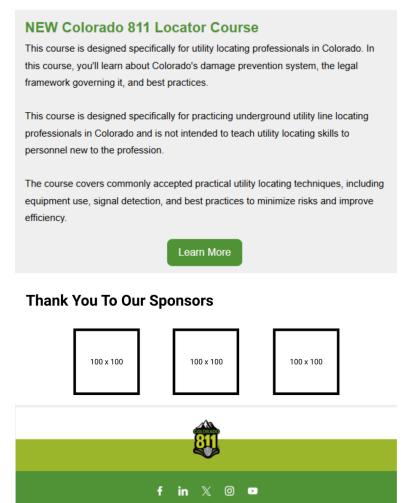
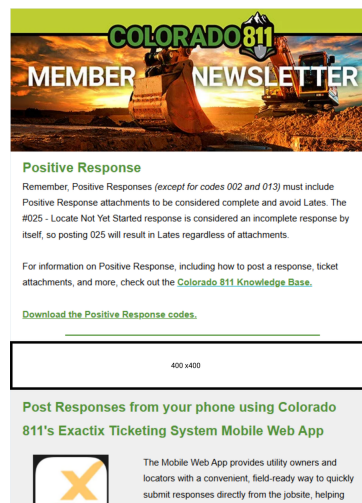
By sponsoring the Colorado 811 newsletter and website, your business can gain valuable visibility while aligning with a trusted resource dedicated to public safety, education, and underground utility protection across Colorado.

Placement	Ad Unit	Specs	Price (6 months)
Website Sponsor Feature on Homepage	Logo	400x400	\$500
Website Sponsor Feature on Events Calendar	Logo	400x400	\$250
Excavator and Member Monthly Newsletter	Banner	580x70	\$1,000
Excavator and Member Monthly Newsletter	Logo	150x100	\$250

Website Sponsor Feature Example



Excavator and Member Monthly Newsletter Example



Colorado 811 Events

Expo, Education Session, Keynote Speeches, Workshops, Panel Discussions

Events

Colorado 811 hosts events like Excavator Breakfasts and the Damage Prevention Summit to promote safety and community connection, providing education, industry insights, and networking opportunities. Sponsoring aligns companies with safety initiatives, offering exposure and contributing to community education and safety.

Sponsors connect with professionals prioritizing safe digging and damage prevention. Supporting these events strengthens a company's commitment to community welfare and enhances its reputation as a proactive, responsible organization in Colorado.

Annual Damage Prevention Summit & Expo

The Colorado 811 Damage Prevention Summit & Expo gathers hundreds of professionals dedicated to safety and excellence in damage prevention. Growing each year, it offers companies an unparalleled opportunity to position themselves as industry leaders. Here's why your business should sponsor this influential event:

Connect with Industry Professionals

Sponsoring the summit grants access to a diverse group of professionals, including executives, company owners, operations managers, safety leaders, project managers, field supervisors, foremen, equipment operators, utility and facility locators, compliance specialists, excavators, pipeline operators, and utility owners. These attendees are decision-makers and frontline workers implementing best practices in safe digging and damage prevention. Aligning your brand with this audience elevates your visibility among key stakeholders committed to safety and innovation.

Enhance Brand Visibility

The event attracts a wide array of participants, ensuring extensive exposure for your brand. Sponsorship opportunities, such as a featured presence on the website homepage, allow your company to stand out to attendees before and during the event. This visibility is crucial for establishing your company as a trusted industry name.

Showcase Commitment to Safety

Aligning with the summit underscores your company's dedication to safety and responsible practices. Supporting educational tracks for locators, excavators, and pipeline operators demonstrates a proactive approach to fostering safety and excellence. This commitment boosts your company's reputation and strengthens community relations.

Networking and Growth

Networking is a cornerstone of the summit, offering sponsors the chance to forge connections with professionals and potential business partners. These interactions can lead to collaborative opportunities, business growth, and enhanced industry standing.

Colorado 811 Events

Expo, Education Session, Keynote Speeches, Workshops, Panel Discussions

Damage Prevention Summit & Expo 2026

With the summit set to take place on Friday, October 16, 2026, at the Denver Marriott Tech Center, there's no better time to become involved in an event that promises to continue expanding in both size and influence.

Friday, October 16, 2026

Denver Marriott Tech Center

4900 S Syracuse Street, Denver, CO 80237

Event Webpage: [Colorado 811 Damage Prevention Summit & Expo](#)

Sponsorship Packages	Benefits	Price
Diamond	• Exclusive to a single sponsor per event • Five-minute speaking opportunity* during lunch • Prominent logo display at the event (including slideshows, signs, banners and projected in event space) • Logo featured on all event digital communications (registration page, emails, social media, etc.) • Tabletop display in expo featuring the Code Breaker Challenge** • Option to provide a prize giveaway*** • Option to utilize Premium Outdoor Display Area to feature large equipment front and center, subject to availability at the time of sponsorship purchase	\$7,500
Platinum	• Prominent logo display at the event (including slideshows, signs, and banners and projected in event space) • Logo featured on all event digital communications (registration page, emails, social media, etc.) • Tabletop display in expo featuring the Code Breaker Challenge** • Option to provide a prize giveaway***	\$4,000
Gold	• Prominent logo display in slideshow and projected in event space • Logo featured on all event digital communications (registration page, emails, social media, etc.) • Tabletop display in expo featuring the Code Breaker Challenge** • Option to provide a prize giveaway***	\$2,500
Silver	• Logo featured on all event digital communications (registration page, emails, social media, etc.) • Tabletop display in expo featuring the Code Breaker Challenge** • Option to provide a prize giveaway***	\$1,500
Bronze	• Tabletop display in expo featuring the Code Breaker Challenge** • Option to provide a prize giveaway***	\$750

*Speaking opportunity must include only educational content and require pre-approval.

**Code breaker challenge a expo game for attendees to visit each tabletop display to collect information to solve a puzzle.

***A prize giveaway must have a minimum value of \$100.

Colorado 811 Events

Expo, Education Session, Keynote Speeches, Workshops, Panel Discussions

Damage Prevention Summit & Expo 2026

Sponsorship Items	Benefits	Price
Directional Floor Cling	● Logo Featured on a high-visibility directional floor cling located in the main event entry hallway	\$250
Table Sign	● Logo Featured on Table Signs During Breakfast and Lunch	\$500
Beverage & Coffee	● Logo Featured on Beverage & Coffee Station Tables	\$500
Breakfast	● Special recognition by host during breakfast ● Logo Featured on Buffet Table Signs during breakfast	\$500
Lunch	● Special recognition by host during lunch ● Logo Featured on Buffet Table Signs during lunch	\$500
Networking Activity	● Logo Displayed at Activity Station during Cocktail Hour	\$500
Education Session	● Prominent logo display on the education session slideshow ● Logo featured on all education session sign ● Special recognition by session host during education session ● Incorporate brand promotional items during education session	\$750
Cocktail Hour	● Special recognition by host during cocktail hour ● Logo featured at bar during cocktail hour ● Branded signature drink to showcase at Bar	\$1,000
T-Shirt	● Logo displayed on event t-shirts distributed to attendees	\$1,000
Keynote	● Special recognition by host during keynote speaker introduction ● Prominent logo display on the keynote speaker slideshow	\$1,500
Lanyard	● Logo featured on event lanyard provided to each attendee	\$1,500
Equipment Display	● Premium Outdoor Display Area to feature large equipment front and center	\$5,000

Colorado 811 Events

Expo, Education Session, Keynote Speeches, Workshops, Panel Discussions

Contact Information

Thank you for considering a partnership with Colorado 811. Together, we can make Colorado a safer place to dig. If you're interested in getting started [click here](#) to fill out a form to connect with a member of our team.

Email: marketing@colorado811.org

Phone: (303) 205-6356

Website: colorado811.org