# 2021 Sponsorship Guide

## Sponsor Benefits

### Naming Rights

“The Company ABC Fort Herriman Towne Days Presented by Company XYZ”

### Pre-Event Recognition

<table>
<thead>
<tr>
<th>Social Media Tier 1</th>
<th>Social Media Tier 2</th>
<th>Social Media Tier 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large logo on all graphics</td>
<td>Medium logo on all graphics</td>
<td>Small logo on some graphics</td>
</tr>
<tr>
<td>Paid advertising with logo and mention/tagging</td>
<td>Tagged/mentioned in five social media posts</td>
<td>Tagged/mentioned in two social media posts</td>
</tr>
</tbody>
</table>

### Digital Advertising Tier 1

- Logo on I-15 digital billboards with event ad
- Company name included in text campaigns
- Large logo included in email campaigns

### Digital Advertising Tier 2

- Small logo included in email campaigns
- Small logo on event website pages

### City Newsletter Advertisements Tier 1 (digital/print)

1/2 page ad for Title

### City Newsletter Advertisements Tier 2 (digital/print)

1/4 page ad for Presenting

### Audio Mentions Tier 1

- Spotify radio ad mentions leading up to the event
- 30 days of mentions on the Herriman Towne Center music streaming system at J. Lynn Crane Park
- 30 days of business specific ad on the Herriman Towne Center music streaming system at J. Lynn Crane Park

### Audio Mentions Tier 2

- 30 days of mentions on the Herriman Towne Center music streaming system at J. Lynn Crane Park

### On-Site Recognition

<table>
<thead>
<tr>
<th>Arena Banner</th>
<th>Event Sponsors Joint Logo Banner</th>
<th>Jumbotron Advertisement Tier 1</th>
<th>Jumbotron Advertisement Tier 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo arena banner guaranteed at Fort Herriman Rodeo, Fort Herriman Towne Days, and MotoX</td>
<td>*All Logos sized based off sponsorship level</td>
<td>(Rodeo and/or MotoX)</td>
<td>(Rodeo and/or MotoX)</td>
</tr>
<tr>
<td>- Logo displayed</td>
<td>- Video advertisement (30 sec.)</td>
<td>*video ad provided by the business</td>
<td>*video ad provided by the business</td>
</tr>
</tbody>
</table>

### Verbal Acknowledgement, Ad, and Thank You

- Higher sponsorship levels will be displayed with a larger logo

### Unique Event Opportunities

- Let’s get creative! Ask for more details

### Post-Event Recognition

<table>
<thead>
<tr>
<th>Social Media Thank You</th>
<th>Newsletter Thank You</th>
<th>Digital Signboard Thank You</th>
</tr>
</thead>
<tbody>
<tr>
<td>(tagged in post &amp; logo displayed)</td>
<td>(logo &amp; recognition)</td>
<td>(in-city logo recognition)</td>
</tr>
</tbody>
</table>

## Contact

Contact the Herriman City Events Manager Dayton Martindale to become a sponsor

dmartindale@herriman.org

801-727-0936

Not seeing a package that fits your needs? Customized packages available upon request.

The Herriman Yeti is Herriman City’s official mascot. Ask Dann about unique Yeti sponsorship opportunities.
## Fort Herriman PRCA Rodeo

<table>
<thead>
<tr>
<th>Level</th>
<th>Sponsorship</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Title Sponsor</strong></td>
<td>$7,500</td>
<td>Title naming rights and premier ad package</td>
</tr>
<tr>
<td><strong>Official Sponsor</strong></td>
<td>$3,500</td>
<td>Bull riding, Special Needs Rodeo title, Chutes</td>
</tr>
<tr>
<td><strong>Associate Sponsor</strong></td>
<td>$2,000</td>
<td>Segment sponsor (calf roping, bronc riding, etc.), Rodeo events, Giant American flag</td>
</tr>
<tr>
<td><strong>Supporting Sponsor</strong></td>
<td>Starting at $250</td>
<td>Rodeo Clown - $1,500, Announcer booth (Fri or Sat.) - $1,000, Banner only - $250, VIP seating section - $1,500, Seat section sign and swag toss mention - $1,000, Food court title - $1,500, Daysheets (Fri. &amp;/or Sat.) - $500, Flag ceremony - $1,000, Waste management (porta potty) - $1,000, Sanitizer stands - $500, Ad/promotion handout abilities - $250, Specialty act - Knights of Mayhem - $1,500</td>
</tr>
</tbody>
</table>

## Fort Herriman Towne Days

<table>
<thead>
<tr>
<th>Level</th>
<th>Sponsorship</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Title Sponsor</strong></td>
<td>$7,500</td>
<td>Title naming rights and premier ad package</td>
</tr>
<tr>
<td><strong>Official Sponsor</strong></td>
<td>$3,500</td>
<td>Bands (Saturday night) - Foreign Figures &amp; The Strike, Thursday, Friday, Saturday night segment, Stage (pavilion), Fireworks, Stage (large)</td>
</tr>
<tr>
<td><strong>Associate Sponsor</strong></td>
<td>$2,000</td>
<td>Parade title, Yeti Run 5K &amp; Kids Fun Run, Hana Studio fire dancers, Date Night title, Family Night</td>
</tr>
<tr>
<td><strong>Supporting Sponsor</strong></td>
<td>Starting at $250</td>
<td>Herriman Live - $1,000, Band (Saturday afternoon): The Current - $1,000, Axe throwing (Thursday - Saturday) - $1,500, K9 demonstration - $500, Home run derby - $500, Reptile show - $500, Touch-a-truck - $500, Yeti Run participant t-shirt - $250, Banner only - $250, Stage entertainment (Th,F,S) - $1,000, Waste management (porta potty) - $1,000, Yeti Run water station - $250</td>
</tr>
</tbody>
</table>
MotoX

**Title Sponsor - $7,500**
Title naming rights and premier ad package

**Presenting Sponsor - $5,000**
Presenting naming rights and premier ad package
Saturday night sponsor
Jumbotron video board

**Official Sponsor - $3,500**
Friday youth night sponsor
Special effects

**Associate Sponsor - $2,000**
450cc races
250cc races
Open Pro races

**Supporting Sponsor - $250+**
VET races - $1,500
Women’s races - $1,500
Big bike races - $1,500
VIP seating - $1,500
Food court title - $1,500
Youth races (50cc, 65cc, 85cc) - $1,000
Waste management (porta potty) - $1,000
Announcer booth - $1,000
Seat section sign and swag toss mention - $1,000
Lineup program (Fri. &/or Sat.) - $500
Sanitizer stands - $500
Ad/promotion handout abilities - $250
Banner only - $250

**Memorial Day Breakfast**

**Official Sponsor - $3,500**
Title name

**Associate Sponsor - $2,000**
Presenting name
Food for Veterans

**Supporting Sponsor - $250+**
Banner only - $250

**Herriman Howl**

**Presenting Sponsor - $5,000**
Title name

**Official Sponsor - $3,500**
Official name

**Associate Sponsor - $2,000**
Stage entertainment

**Supporting Sponsor - $250+**
Banner only - $250
Balloon display - $500
Game booth x 20 - $250
Scene w/ logo - $500
Mascots/Characters - $500
*More opportunities to come as more details are announced

**Night of Lights**

**Presenting Sponsor - $5,000**
Title name
Laser light show

**Official Sponsor - $3,500**
Official name

**Associate Sponsor - $2,000**
Santa & Mrs. Claus
Warming tent

**Supporting Sponsor - $250+**
Banner only - $250
Performing Arts performances - $1,000
Food court - $1,500
*More opportunities to come as more details are announced

**Yeti & Other**

**Title & Presenting Sponsor - $5,000 - $7,500**
New holiday lights event title & presenting title
Summer Musical
New holiday lights event laser shows

**Official Sponsor - $3,500**
New holiday lights event stage
Yeti Hunt title
Ice resurfacer aka zamboni
Herriman Yeti’s official sponsor

**Associate Sponsor - $2,000**
Children and teen’s theater show

**Supporting Sponsor - $250+**
Senior Social - $1,500
Food court - $1,500
Volunteer shirts x3 - $250
Yeti swag - $250
Arts Council shows - $1000+
Christmas trees at City Hall x3
Parks & Rec Night with Lil Sebastian
Glow skate - $1,000
City Hall Christmas lights - $1,000
Hermonts - $1,000
Theater (youth/Adult) - $250
More Than Just Another Banner With Your Logo

Through a strategic approach, we'll assist in spreading your message and familiarizing the surrounding community with your business's brand through a variety of marketing strategies before, during, and after the event including some of the following:

**Digital Billboards**
- both in Herriman and along I-15
- Herriman signs: 70,025 average daily views
- I-15 signs: 399,000 average daily views

**Social Media**
- 26,000+ followers
  - Combined for Facebook, Instagram, and Twitter
  - Paid advertising opportunities executed to advertise the event and boost your brand's recognition.

**Direct Text/Email**
- 4,000 subscribers who each receive two reminders per event

**Monthly Community Newsletter**
- 10,000+ total circulation
  - Via direct mail & e-mail
  - *Event details and logo included in minimum of two newsletters

**Radio Advertising**
- Digital and localized audio marketing opportunities

Additionally, we have a wide range of event specific marketing opportunities available to take advantage of during the event.

The Audience You'll Reach

**Profile Average**

<table>
<thead>
<tr>
<th>Age Years</th>
<th>Persons in Household</th>
<th>Property Type</th>
<th>Age of Children</th>
<th>Home Ownership</th>
<th>Household Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>31 - to - 35</td>
<td>2</td>
<td>SINGLE FAMILY</td>
<td>0-3</td>
<td>OWNS HOME</td>
<td>$100K to $125K</td>
</tr>
</tbody>
</table>

**Community Overview**

<table>
<thead>
<tr>
<th>Stats</th>
<th>Herriman</th>
<th>15 Min Drive Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Population</td>
<td>51,681</td>
<td>62,962</td>
</tr>
<tr>
<td>Annual Growth Rate</td>
<td>4.7%</td>
<td>4.1%</td>
</tr>
<tr>
<td>Total Households</td>
<td>14,902</td>
<td>22,014</td>
</tr>
<tr>
<td>Median Household Income</td>
<td>$94,837</td>
<td>$95,631</td>
</tr>
<tr>
<td>Median Household Age</td>
<td>26.2 years</td>
<td>26.4 years</td>
</tr>
<tr>
<td>Employee Population</td>
<td>27,171</td>
<td>40,538</td>
</tr>
</tbody>
</table>

**Income Specifics**

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt; $10,000</td>
<td>10%</td>
</tr>
<tr>
<td>$10,000 - $14,999</td>
<td>15%</td>
</tr>
<tr>
<td>$15,000 - $24,999</td>
<td>10%</td>
</tr>
<tr>
<td>$25,000 - $34,999</td>
<td>7%</td>
</tr>
<tr>
<td>$35,000 - $49,999</td>
<td>12%</td>
</tr>
<tr>
<td>$50,000 - $74,999</td>
<td>15%</td>
</tr>
<tr>
<td>$75,000 - $99,999</td>
<td>7%</td>
</tr>
<tr>
<td>$100,000 - $149,999</td>
<td>12%</td>
</tr>
<tr>
<td>$150,000 - $199,999</td>
<td>6%</td>
</tr>
<tr>
<td>$200,000 - more</td>
<td>1%</td>
</tr>
</tbody>
</table>

**Herriman Population Gender Specifics**

- Comfortable Spender
- Active Lifestyles
- Child-Related Purchases
- Tech Savvy

Sponsorship Packages

Our pre-designed sponsorship packages make it easy to know what you'll be receiving as one of our valued sponsors. Interested in something customized instead? Let us help you design a sponsorship package with a specific marketing plan that fits you!
Be sure to join us for the Company Name Fort Herriman Towne Days this Saturday night!

**Herriman City Advertising Specs**

**Social Media**
- Post/Tweet
  - Large logo
  - Medium logo
  - Small logo
  - Company name mentioned and social media page tagged in post

**Digital Billboards**
- I-15 Billboards

**City Newsletter**
(Print & Digital)
- Advertisement
  - Title sponsor
  - Presenting Sponsor

**Direct Text/Email**
- Email
  - Event Advertisement
  - Title sponsor
  - Presenting Sponsor
  - Other Sponsor Levels

- Text
  - Be sure to join us for the Company Name Fort Herriman Towne Days this Saturday night!
Herriman City Advertising Specs

Audio Advertising

Spotify Ad Mention: "Be sure to join us for the *Company Name* Fort Herriman Towne Days this Saturday night presented by *Company Name!*"

HTC Ad Mention 1: "Company specific ad provided by the company"

HTC Ad Mention 2: "Be sure to join us for the *Company Name* Fort Herriman Towne Days this Saturday night presented by *Company Name!*"

On-Site Ads & Recognition

Jumbotron

Rodeo

MotoX

16 ft 9 in x 10 ft 6 in

16 ft x 10 ft

Banners

Arena Banners

Sponsor Logos Banner

THANK YOU TO OUR EVENT SPONSORS

Verbal Acknowledgement

"We'd like to thank *Company Name* for bringing the (band name) to play for us tonight!"

"Up next, we have the 85cc race powered by *Company Name!*"

Herriman Yeti Sponsor

Herriman Yeti Sponsorship

Website Logo