

Herriman City 2016 Event

Sponsorship Opportunities

PRCA Rodeo



June 3rd & 4th

Fort Herriman Days



June 16th, 17th & 18th

Enduro Challenge



August 5th & 6th





13011 S. Pioneer Street
Herriman, UT 84096
Office: (801) 254-7667
Fax: (801) 254-7598

December 15, 2016

Dear Business Owner or Manager:

I would like to take this opportunity to thank you for your consideration and support of our community events. Without sponsors like you, Herriman City would be unable to provide the quality and caliber of events that enrich the lives of our residents.

Once again we combine the Fort Herriman PRCA Rodeo, Fort Herriman Days and Herriman Enduro Challenge—into our summer celebration.

These much-anticipated and highly-attended events that attract thousands have become a success largely due to the support of impressive sponsors, like you, who lend their names and financial backing to support our community. I hope you will take advantage of this opportunity to become part of our Herriman family.

The festivities will begin on June 3rd & 4th with our 10th annual Fort Herriman PRCA Rodeo, leading into Fort Herriman Days on June 16th, 17th & 18th. Events include the Car Show, Touch a Truck, Cinema in the Park, carnival rides, free concert with a fireworks finale and is followed by the 5th annual Herriman Enduro Challenge on August 5th & 6th. The merriment continues as the Herriman Arts Council presents their summer theatre production of “Mary Poppins” July 7th through the 18th. For detailed information about Herriman City Events visit us at www.herriman.org.

We have created many sponsorship packages guaranteed to provide extensive marketing exposure for your organization. You can select the level of participation that best meets your needs. More importantly, you can feel certain you will not only be receiving an impressive return on your investment, but are contributing to the high quality of life for which Herriman is known.

Thank you for your consideration and support,

Carmen Freeman
Mayor, Herriman City

2016 EVENT CALENDAR



FEBRUARY

11th	Valentines Cabaret	Herriman City Hall	7:00pm
12th & 13th	Valentines Cabaret	Herriman City Hall	6:00 & 8:30pm

MARCH

26th	Youth Easter Egg Hunt	W & M Butterfield Park	10:00am
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APRIL

11, 18 & 25	Community Fisheries Class (6 Week Program)	Cove @ Herriman Springs	6:00pm
23rd	"Herriman Live" Talent Show	Copper Mountain Middle	7:00pm

MAY

2, 9 & 16	Community Fisheries Class (6 Week Program)	Cove @ Herriman Springs	6:00pm
3rd & 4th	Farm Field Days (for Schools Only)	Field Trip to Farm	
21st	Pedal Palooza	W & M Butterfield Park	9:00am
30th	Memorial Day Chuck Wagon Breakfast	Main Street Park	7am-11am
30th	Memorial Day Ceremony	Herriman Cemetery	9:00am

~~~~FORT HERRIMAN DAYS~~~~ @ W&M Butterfield Park

JUNE

3rd & 4th	Fort Herriman PRCA Rodeo		7:30pm
	Kiddie Korral (begins at 6:30pm)		
4th	Special Needs Rodeo (Registration Required)		1 & 2pm
16th	Carnival Rides		5pm-10pm
	K9 Demonstration		6pm-8pm
	National Blacksmith Championships		TBA
17th	Carnival Rides		4pm-11pm
	Car Show, Touch A Truck		5pm-8pm
	National Blacksmith Championships		TBA
	Cinema In the Park- "Minions"		Dusk (9pm)
18th	Fort Herriman Races		7:00am
	National Blacksmith Championships		TBA
	"Kids on Wheels" Parade		9:30am
	Parade		10:00am
	Park Festivities-		11am-11pm
	Booths, Games, Carnival Rides, Entertainment		
	Concert		8:00pm
	Fireworks		10:15pm

JULY

7-9, 11-12, 14-16, & 18-19th	Summer Theatre Production "Mary Poppins"	W & M Butterfield Park	7:30pm
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AUGUST

5th	Herriman Enduro Challenge Practice	W & M Butterfield Park	4-9pm
6th	Herriman Enduro Challenge	W & M Butterfield Park	7:00pm
12th	Cinema In the Park- "Disney's - Inside Out"	W & M Butterfield Park	Dusk (9pm)

SEPTEMBER

15-17 & 19th	Children's Theatre Production "TBA"	W & M Butterfield Park	7:30pm
27th	Senior Social	Fire Station 123	12:00pm

OCTOBER

8th	Miss Herriman Scholarship Pageant	TBA	7:00pm
15th	Pumpkin Festival	W & M Butterfield Park	5:00pm
24th	Evening on Broadway	TBA	7:00pm

DECEMBER

5th	Holiday Sing A Long	Herriman City Hall	6:30pm
12th	Holiday Festival	TBA	7:00pm

TENTATIVE! Events, dates & times may be subject to change for more Event Information visit www.herriman.org & follow us on Facebook & Twitter.

Fort Herriman Days Detailed Event Itinerary

All Events will take place at:

W&M Butterfield Park ~ 6212 West 14200 South, Herriman

June 3rd & 4th, 2016 Fort Herriman PRCA Rodeo

June 3rd *Family Night*

Family Night: Friday Night only \$2 discount for tickets when purchased online

June 4th *Tough Enough to Wear Pink Night*

Tough Enough to Wear Pink Night: wear pink to support Breast Cancer Awareness

Both Rodeo Nights will Feature:

Kiddie Korral at 6:30 p.m. Rodeo at 7:30 p.m.

Tickets: \$10 Adults, \$8 Ages 4-12 & Seniors, Free 3 & Under at the gate

Kiddie Korral: Includes Mighty Bucky, Stick Barrel Racing, Petting Zoo, and much more

Specialty Act: Rodeo Entertainer Dusty Barrett



June 16th, 17th & 18th, 2016 Fort Herriman Days Celebration

June 16th

Carnival Runs from 5:00 p.m. to 10:00 p.m.

National Blacksmith Championships TBA

June 17th

National Blacksmith Championships TBA

Car Show at 5:00 p.m.: Register online <http://www.herriman.org/upcoming-events/>

Touch A Truck at 5:00 p.m.: W&M Butterfield Park will be transformed into a world of Big Rigs & Heavy Machinery for young and old alike to see up close

Contact Events Department at 801-254-7667 to enter equipment

Carnival Runs from 4:00 p.m. to 11:00 p.m.

Cinema in the Park at Dusk (9:00 p.m.)

June 18th

Fort Herriman Days Races ~ The Butterfield Brawl 10K at 7:00 a.m.,

The Outlaw5K at 7:30 a.m., The Buckaroo Dask (Kids 1 Mile) at 8:30 a.m.

Parade at 10:00 a.m.: Register at Herriman City Hall, entry is free

National Blacksmith Championships TBA

Carnival runs from 11:00 a.m. to 11:00 p.m.

Park Festivities: Booth Vendors, Food, Free Stage Entertainment

Free Concert from 8:15 p.m. to 10:15 p.m.

Fireworks at 10:15 p.m.

All Park Festivities End After Fireworks



August 5th & 6th, 2016

Herriman Enduro Challenge

August 5th *Practice Night* Practice Session 4:00pm-9:00pm

August 6th Enduro Challenge

Practice Session at 11:30 a.m., Challenge at 7:00 p.m.

Tickets: \$15 Adults, \$10 Ages 4-12 & Seniors, Free 3 & Under at the gate

Corporate Sponsorship Levels

Package Level	Scoreboard \$7,000	Fireworks \$7,000	All Event \$10,000	Title \$15,000
Title Sponsor for all City Events				★
Commemorative Buckle or Plaque Highlighting Sponsorship	★	★	★	★
Community Involvement 10'x10' Booth Space Available at PRCA Rodeo, Enduro Challenge & Fort Herriman Days	★ 1 Booth PRCA 1 Booth Enduro 1 Booth FHD	★ 1 Booth PRCA 1 Booth Enduro 1 Booth FHD	★ 1 Booth PRCA 1 Booth Enduro 1 Booth FHD	★ 1 Booth PRCA 1 Booth Enduro 1 Booth FHD
30-Second Promo if Available @ Event Company Provided Promo Played on PRCA Rodeo Scoreboard, Enduro Scoreboard & Cinema in the Park	★ 4 Spots 4 Spots 2 Spots	★ 4 Spots 4 Spots 2 Spots	★ 5 Spots 5 Spots 2 Spots	★ 6 Spots 6 Spots 2 Spots
Event Posters Company Logo Included on PRCA Rodeo, Enduro Challenge, Fort Herriman Days, Arts Events and All Community Event Posters	★ As "Scoreboard Sponsor"	★ As "Firework Sponsor"	★ As "All Event Sponsor"	★ As "Title Sponsor"
Mailers Company Logo or Name in the Fort Herriman Event Newsletter Mailed to all Herriman and Surrounding Community Residents (12,000 Homes)	★ As "Scoreboard Sponsor"	★ As "Firework Sponsor"	★ As "All Event Sponsor"	★ As "Title Sponsor"
Banners Your Banners Will be Placed in Specific Locations During All Events	★ Up to 2 Provided Banners	★ Up to 2 Provided Banners	★ Up to 3 Provided Banners	★ Up to 4 Provided Banners
Publicity Your Ad in the PRCA Rodeo Program	★ Full Page Ad (5" W x 8"H)	★ Full Page Ad (5" W x 8"H)	★ Full Page Ad (5" W x 8"H)	★ Full Page Ad (5" W x 8"H)
Vocal Recognition Announcer Recognition Throughout All Events	★	★	★	★
Event Packet Tickets to PRCA Rodeo, Enduro Challenge, Fort Herriman Days, Arts Events, Food Vouchers and VIP Parking Passes	★ 8 PRCA Tickets, 8 Enduro Tickets, 4 Wristbands, 16 Food Vouchers, 4 VIP Parking Passes	★ 8 PRCA Tickets, 8 Enduro Tickets, 4 Wristbands, 16 Food Vouchers, 4 VIP Parking Passes	★ 10 PRCA Tickets, 10 Enduro Tickets, 5 Wristbands, 20 Food Vouchers, 5 VIP Parking Passes	★ 12 PRCA Tickets, 12 Enduro Tickets, 6 Wristbands, 24 Food Vouchers, 6 VIP Parking Passes
Website Recognition Company Listed	★ As "Scoreboard Sponsor"	★ As "Firework Sponsor"	★ As "All Event Sponsor"	★ As "Title Sponsor"

Herriman Enduro Challenge Sponsorship Levels

Package Level	Entry \$125	Bronze \$250	Silver \$500	Gold \$1,000	Platinum \$2,000	Diamond \$3,000
Commemorative Buckle or Plaque Highlighting Sponsorship						★
Community Involvement 10'x10' Booth Space Available at Enduro Event						★
30-Second Promo if available at event Company Provided Promo Played on Enduro Scoreboard				★ 2 Spots	★ 4 Spots	★ 6 Spots
Event Posters Company Logo Included on Enduro Event Poster				★ Logo Lower Level	★ Logo Center Level	★ Logo Top Level
Publicity Company Logo or Name on Enduro T-Shirts				★ Logo Lower Level	★ Logo Center Level	★ Logo Top Level
Mailers Company Logo or Name in the Fort Herriman Event Newsletter Mailed to all Herriman and Surrounding Community Residents (12,000 Homes)		★ Name Listed at Bottom	★ Name Listed at Bottom	★ Logo Lower Level	★ Logo Center Level	★ Logo Top Level
Banners Will be Placed in Specific Locations During Enduro Event	★ 1 Provided Banner	★ 1 Provided Banner	★ 1 Provided Banner	★ Up to 2 Provided Banners	★ Up to 3 Provided Banners	★ Up to 4 Provided Banners
Vocal Recognition Announcer Recognition Throughout the Enduro Event	★	★	★	★	★	★
Event Packet Tickets to Enduro Food Vouchers	★ 2 Tickets	★ 4 Tickets	★ 6 Tickets	★ 8 Tickets & 8 Food Vouchers	★ 10 Tickets & 10 Food Vouchers	★ 12 Tickets & 12 Food Vouchers
Website Recognition Company Listed as an Event Sponsor in the Sponsored Category	★	★	★	★	★	★

Fort Herriman PRCA Rodeo Sponsorship Levels

Package Level	Entry \$125	Bronze \$250	Silver \$500	Gold \$1,000	Platinum \$2,000	Diamond \$3,000
Commemorative Buckle or Plaque Highlighting Sponsorship						★
Community Involvement 10'x10' Booth Space Available at PRCA Rodeo						★
30-Second Promo if available at event Company Provided Promo Played on PRCA Rodeo Scoreboard				★ 2 Spots	★ 4 Spots	★ 6 Spots
Event Posters Company Logo Included on PRCA Rodeo Poster				★ Logo Lower Level	★ Logo Center Level	★ Logo Top Level
Mailers Company Logo or Name in the Fort Herriman Event Newsletter Mailed to all Herriman and Surrounding Community Residents (12,000 Homes)		★ Name Listed at Bottom	★ Name Listed at Bottom	★ Logo Lower Level	★ Logo Center Level	★ Logo Top Level
Banners Your Banners Will be Placed in Specific Locations During PRCA Rodeo	★ 1 Provided Banner	★ 1 Provided Banner	★ 1 Provided Banner	★ Up to 2 Provided Banners	★ Up to 3 Provided Banners	★ Up to 4 Provided Banners
Publicity Your Ad in the PRCA Rodeo Program	★ 1/8 Page Ad (2.25" W x 1.5"H)	★ 1/4 Page Ad (2.25" W x 3.25"H)	★ 1/2 Page Ad (4.75" W x 3.25"H)	★ 1/2 Page Ad (4.75" W x 3.25"H)	★ Full Page Ad (5" W x 8"H)	★ Full Page Ad (5" W x 8"H)
Vocal Recognition Announcer Recognition Throughout the PRCA Rodeo	★	★	★	★	★	★
Event Packet Tickets to PRCA Rodeo Food Vouchers	★ 2 Tickets	★ 4 Tickets	★ 6 Tickets	★ 8 Tickets, 8 Food Vouchers, 4 VIP Parking Passes	★ 10 Tickets, 10 Food Vouchers, 5 VIP Parking Passes	★ 12 Tickets, 12 Food Vouchers, 6 VIP Parking Passes
Website Recognition Company Listed as an Event Sponsor in the Sponsored Category	★	★	★	★	★	★

Fort Herriman Days Sponsorship Levels

Package Level	Entry \$125	Bronze \$250	Silver \$500	Gold \$1,000	Platinum \$2,000	Diamond \$3,000
Commemorative Buckle or Plaque Highlighting Sponsorship						★
Community Involvement 10'x10' Booth Space Available at FHD Event					★	★
30-Second Promo Company Provided Promo Played at Cinema in the Park				★ 1 Spot	★ 2 Spots	★ 2 Spots
Event Posters Company Logo Included on FHD Event Poster				★ Logo Lower Level	★ Logo Center Level	★ Logo Top Level
Publicity Company Logo or Name on FHD T-Shirts	★ Name Listed at Bottom	★ Name Listed at Bottom	★ Name Listed at Bottom	★ Logo Lower Level	★ Logo Center Level	★ Logo Top Level
Mailers Company Logo or Name in the Fort Herriman Event Newsletter Mailed to all Herriman and Surrounding Community Residents (12,000 Homes)	★ Name Listed at Bottom	★ Name Listed at Bottom	★ Name Listed at Bottom	★ Logo Lower Level	★ Logo Center Level	★ Logo Top Level
Banners Will be Placed in Specific Locations During FHD Event	★ 1 Provided Banner	★ 1 Provided Banner	★ 1 Provided Banner	★ Up to 2 Provided Banners	★ Up to 3 Provided Banners	★ Up to 4 Provided Banners
Vocal Recognition Announcer Recognition Throughout the FHD Event	★	★	★	★	★	★
Event Packet Wristbands for Rides Food Vouchers	★ 2 Food Vouchers	★ 4 Food Vouchers	★ 6 Food Vouchers	★ 4 Wristbands & 8 Food Vouchers	★ 5 Wristbands & 10 Food Vouchers	★ 6 Wristbands & 12 Food Vouchers
Website Recognition Company Listed as an Event Sponsor in the Sponsored Category	★	★	★	★	★	★

Community Art Sponsorship Levels

Package Level	Entry \$125	Bronze \$250	Silver \$500	Gold \$1,000	Platinum \$2,000	Diamond \$3,000
Event Posters Company Logo Included on Art Event Posters				★ Logo Lower Level	★ Logo Center Level	★ Logo Top Level
Publicity Company Logo or Name on Arts T-Shirts	★ Name Listed at Bottom	★ Name Listed at Bottom	★ Name Listed at Bottom	★ Logo Lower Level	★ Logo Center Level	★ Logo Top Level
Mailers Company Logo or Name in the Fort Herriman Event Newsletter Mailed to all Herriman and Surrounding Community Residents (12,000 Homes)	★ Name Listed at Bottom	★ Name Listed at Bottom	★ Name Listed at Bottom	★ Logo Lower Level	★ Logo Center Level	★ Logo Top Level
Vocal Recognition Announcer Recognition Throughout Art Events	★	★	★	★	★	★
Event Packet Tickets to Pageant Tickets to Summer Play	★ 2 Tickets 2 Tickets	★ 4 Tickets 4 Tickets	★ 6 Tickets 6 Tickets	★ 8 Tickets 8 Tickets	★ 10 Tickets 10 Tickets	★ 12 Tickets 12 Tickets
Website Recognition Company Listed as an Event Sponsor in the Sponsored Category	★	★	★	★	★	★

Summer Theatre Production of
"Beauty and the Beast 2015"

Summer Theatre Production
2016 "Mary Poppins"



Tailor Your Own À la Carte Package

1. \$500 _____ **Commemorative Buckle -**
Highlighting Sponsorship
2. \$500 _____ **Friday Night FHD & Car Show Sponsor - includes:**
10'x10' Booth Space Friday Night at Fort Herriman Days
Your Logo on- Car Show t-shirt, Event Newsletter, City website
Vocal Recognition during event, 6 Food Vouchers
Your Provided Banner Placed in Specific Location During Fort Herriman Days
3. \$125-\$195ea. **Community Involvement -**
\$125ea. _____ 10'x10' Booth Space at Enduro Event
\$195ea. _____ 10'x10' Booth Space at PRCA Rodeo
\$195ea. _____ 10'x10' Booth Space at Fort Herriman Days
4. \$150ea. **30-Second Promo - If available at Event**
\$150ea. x__ = _____ Company Provided Promo Played on Enduro Scoreboard (max of 3)
\$150ea. x__ = _____ Company Provided Promo Played on PRCA Rodeo Scoreboard (max of 3)
\$150ea. x__ = _____ Company Provided Promo Played at Cinema in the Park (max of 1)
5. \$150ea. x__ = _____ **Publicity -**
Company Logo on Enduro or Fort Herriman Days T-Shirts
6. \$75-\$200ea. **Publicity -**
Your Provided Ad in the PRCA Rodeo Program
\$ 75ea. x__ = _____ 1/8 Page Ad (2.25" W x 1.5"H)
\$100ea. x__ = _____ 1/4 Page Ad (2.25" W x 3.25"H)
\$150ea. x__ = _____ 1/2 Page Ad (4.75" W x 3.25"H)
\$200ea. x__ = _____ Full Page Ad (5" W x 8"H)
7. \$125-\$250ea. **Mailers -**
Fort Herriman Event Newsletter Mailed to all Herriman and
Surrounding Community Residents (12,000 Homes)
\$125ea. _____ Company Name
\$250ea. _____ Company Logo
8. \$100-\$150ea. **Banners -**
\$100ea. x__ = _____ Your Provided Banner Placed in Specific Location During Enduro Event
\$150ea. x__ = _____ Your Provided Banner Placed in Specific Location During PRCA Rodeo
\$150ea. x__ = _____ Your Provided Banner Placed in Specific Location During Fort Herriman Days

Tailor Your Own À la Carte Package Cont.

9. \$100ea. **Vocal Recognition -**
\$100ea. _____ During Enduro Event
\$100ea. _____ During PRCA Rodeo
\$100ea. _____ During Fort Herriman Days
\$100ea. _____ During Art Events

10. \$125ea. _____ **Website Recognition -**
Company Listed in the Sponsorship Section

11. \$100ea. **Community Events Sponsor -**
Each Event Sponsored will Include Announcer Recognition and
Website Recognition for the Event
- \$100ea. _____ Valentine Cabaret
 - \$100ea. _____ Herriman Live! Talent Show
 - \$100ea. _____ Community Fisheries
 - \$100ea. _____ Easter Egg Hunt
 - \$100ea. _____ Farm Field Days
 - \$100ea. _____ Miss Herriman
 - \$100ea. _____ Memorial Day Breakfast
 - \$100ea. _____ Pedal Palooza
 - \$100ea. _____ Summer Theatre "Mary Poppins"
 - \$100ea. _____ August-Cinema in the Park "TBA"
 - \$100ea. _____ Children's Theatre "TBA"
 - \$100ea. _____ Pumpkin Festival
 - \$100ea. _____ Halloween Concert
 - \$100ea. _____ Holiday Sing A Long
 - \$100ea. _____ Holiday Festival

Total: \$ _____

12. **In Kind Donations - We accept all forms of donations:**

In Lieu, Cash, and Door Prizes.

You will Receive a Sponsorship Package in Return, for Net Worth of Product.

(Please include a description and estimated value of your barter with this form).

13. **Don't See a Package that Fits Your Needs? -**

Call us and we can help create a Sponsorship Package just for you.

What We Need From You

Sponsor Package: _____ (Diamond, Platinum, Gold, etc.)

Donated Amount: \$ _____

Business Name: _____

Contact Person: _____

Contact's Direct Number: _____

Contact's E-mail: _____

Business Mailing Address: _____

Business Website Link: _____

Marketing/P.R. Contact for Business Logo for T-shirts, Banners, & Posters: (EPS, AI, PSD, or PDF formats appreciated): _____

Business Advertising Page for Program

“Announcer Card”- (What do you want our Announcers to say about your Business): _____

Sponsors please have all logos, advertising pages & announcer cards to Herriman Events Department by May 1st, 2016

Please e-mail all information above to our Events Department: dbills@herriman.org

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If you have any questions or concerns call
Event Manager-Danie Bills- 801-254-7667/801-557-0345
dbills@herriman.org
City Manager- Brett Wood- 801-446-5323
bwood@herriman.org
Mayor Carmen Freeman- 801-446-5323
mayorfreeman@herriman.org

Make Checks Payable to Herriman City and Mail to:

Herriman City
Attn: Fort Herriman Days
13011 South Pioneer Street
Herriman, Utah 84096

*Thank you for Making
Herriman Events Possible*

