## 2022 SPONSORSHIP GUIDE

### TITLE

**Rodeo, Towne Days, & MotoX**

### $12,000 - $8,000

**Naming Rights**  "The COMPANY NAME Fort Herriman Towne Days"

### Pre-Event Recognition

**Social Media**
- Prominent logo on all graphics
- Mention/tagging in all event-related posts
- Paid advertising with logo and mention/tagging
- Co-host on Facebook event page

**City Newsletter**
- 1/2 page ad

### On-Site Recognition

- Large arena logo banner
- Logo on joint event sponsor banner
- Jumbotron video board advertising:
  - Large logo displayed
  - Video advertisement (30 sec.)
- Verbal acknowledgement, ad read, and thank you
- Logo on all wayfinding signage

**Digital Advertising**
- Logo on in-city digital billboards
- Logo on email/text campaigns
- Logo on event website
- Logo on Bangerter Hwy digital billboard with event ad for a minimum of five days

**Audio Advertising**
- 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

**Post-Event Recognition**
- Social media thank you
- Newsletter thank you
- Digital sign thank you
- Logo placement at various other City events throughout the year

*Sponsorship assets including logo, print ad, and video ad must be submitted to the City. Speak with the Events Department for event specific deadlines.

### $7,500 - $6,000

**Naming Rights**  "Title Sponsor Fort Herriman Towne Days presented by COMPANY NAME"

### Pre-Event Recognition

**Social Media**
- Small logo on all graphics
- Mention/tagged in five event-related posts

**City Newsletter**
- Logo included in one newsletter event ad

### On-Site Recognition

- Large arena logo banner
- Logo on joint event sponsor banner
- Jumbotron video board advertising:
  - Logo displayed with other sponsors’ logos
  - Video advertisement (15 sec.)
- Verbal acknowledgment, ad read, and thank you
- Logo on all wayfinding signage

**Digital Advertising**
- Small logo on in-city digital billboards
- Small logo on email/text campaigns
- Small logo on event website

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

**Post-Event Recognition**
- Social media thank you
- Newsletter thank you
- Digital sign thank you
- Logo placement at various other City events throughout the year

*Sponsorship assets including logo, print ad, and video ad must be submitted to the City. Speak with the Events Department for event specific deadlines."
OFFICIAL

$5,000 - $750

**Exclusive Sponsor Opportunities & More**

**Fort Herriman PRCA Rodeo**
- Jumbotron video board
  (single ad, kiss cam, replay, etc)
- Arena
- Food court
- Ticketing
- Rodeo clown
- Bucking chute
- Single event (bull riding, bareback, etc.)
- Cash Calf
- Event program handout

**Herriman MotoX**
- Jumbotron video board
- Arena
- Food court
- Ticketing
- Specialty act races
- Starting gate
- Single event (various race classifications)
- Participant t-shirts
- Race lineup program handout

**Fort Herriman Towne Days**
- Jumbotron video board
- Pavilion stage
- Outdoor stage
- Herriman Live
- Food court
- Yeti Run
- Parade
- Friday night band
- Saturday night band
- Fireworks

**Herriman Yeti Hunt**
- Presenting level naming rights with large logo on all social media, website, and digital advertisements

**Herriman Yeti Mascot**
- Logo on Yeti’s clothing

**W&M Butterfield Park Arena**
- Year-long permanent large logo sign

PARTNER

$750 & Lower

**Recognition**

**Social Media**
- Small logo on five sponsor recognition graphics

**City Newsletter**
- Small logo on one newsletter with all 2022 sponsors

**Digital Advertising**
- Small logo on joint event sponsor graphic and the general event website

**On-Site**
- Logo on joint event sponsor banner

*In-kind donations will also qualify you for this sponsorship level

THE HERRIMAN AUDIENCE

**Total Population - 60,000+**

**Median Age - 25.5**
5.7 years younger than the state median age

**Median Household Income - $101,460**
$25,680 higher than the state median income

**Average Household Size - 4.25**
0.69 larger than the state average

**Social Media Following - 28,340 followers**
Facebook, Instagram & Twitter

**Key Consumer Features**
- Comfortable spender • Active lifestyle • Child-related purchases • Tech savvy

**In-City Digital Billboards - 76,810 avg daily traffic**

**Bangerter Hwy Digital Billboard - 32,500 avg daily traffic with an estimated 16,396 daily impressions**

CONTACT Herriman City Events Manager Dayton Martindale at dmartindale@herriman.org or 801-727-0936 for additional details and to secure your sponsorship opportunity.
Marketing & Advertising Examples
JUNE 21-26
HERRIMAN.ORG

2021 5K & Kids Fun Run
Tuesday night, June 22nd
Register now at Harriman.org/get1-run

FORT HERRIMAN TOWNE DAYS

Date Night
Thursday, June 24
FORT HARRIMAN TOWNE DAYS
Family Night
Wednesday, June 23
7:00 PM
Fort Herriman Park - 200 E Deer Valley
Post-Cornerstone Town Harvest Fest
Full details & exclusive info at Harriman.org/towne-days

RETURN TO COMMUNITY
RETURN TO FUN
RETURN TO Towne Days

FORT HERRIMAN TOWNE DAYS
JUNE 21-26
JUNE 4 & 5TH BUTTERFIELD PARK

TICKETS: HERRIMAN.ORG

HERRIMAN MOTOX 2021

TICKETS ON SALE AT HERRIMAN.ORG

JORDAN FORT HERRIMAN RODEO
RODEO

THANK YOU TO OUR GENEROUS SPONSORS

SPEWYKES