

2024

# SPONSORSHIPS



# Reaching Audiences



## CITY ENGAGEMENT



### MONTHLY CITY NEWSLETTER

Distributed to over 14,000 households in digital or print form



### SOCIAL MEDIA FOLLOWING

31,000+ Followers  
Facebook, Instagram, Twitter



### CITY BILLBOARDS

50,846 average daily traffic

### RSL MTN VIEW CORRIDOR BILLBOARDS

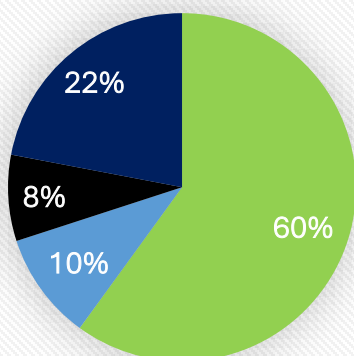
23,310 average daily traffic

## CITY EVENT ATTENDANCE

DATE	EVENT	TOTAL # OF PEOPLE
May 4	Health & Safety Palooza	1,000 - 2,000
May 30 - June 1	PRCA Rodeo	8,000 - 9,000
June 15 - 22	Towne Days	45,000 - 55,000
July 10, 17, 31	Yeti in the Park	2,000 - 3,000
October 7	Herriman Howl, Halloween	5,000 - 7,000
December 2	Night of Lights, Holidays	2,000 - 3,000



## RODEO TICKET SALES BY CITY



■ Herriman      ■ Riverton  
■ South & West Jordan      ■ Other UT Cities

## DEMOGRAPHICS

2022 Study

### Total Population:

60,000+

### Median Age:

25.5 years old

### Average Household Size:

4.25

### Median Household Income:

\$101,460

### Households with Children:

65%

### Homes & Rentals:

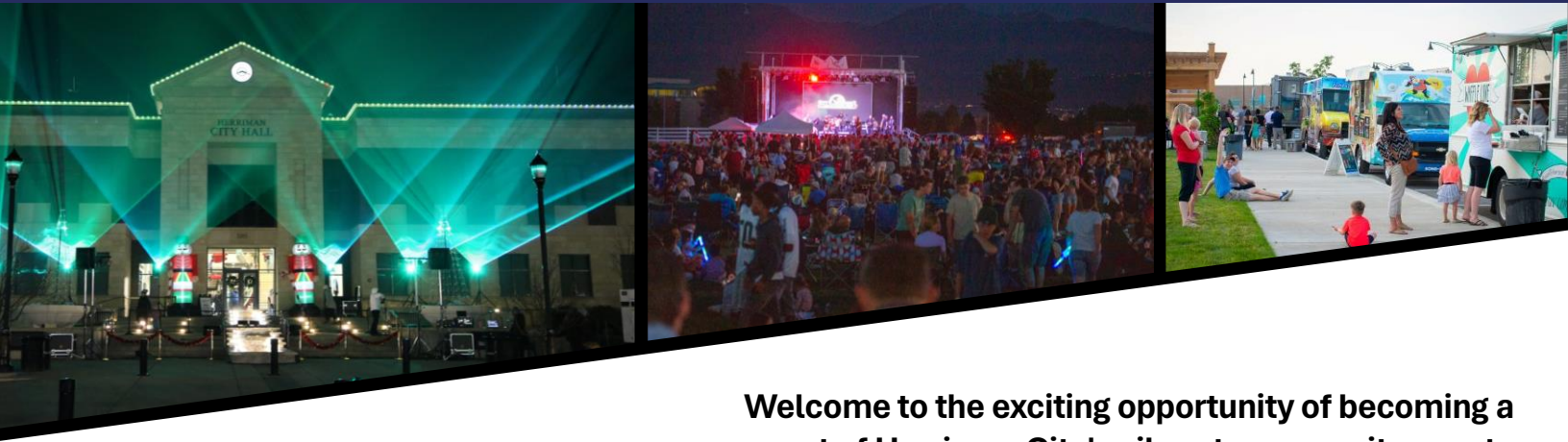
14,000+



# Be a Sponsor



## Why partner with Herriman City?



**Welcome to the exciting opportunity of becoming a part of Herriman City's vibrant community events**

With a significant social media following, extensive reach through our city newsletter, and impressive event attendance, partnering with us means your business becomes an integral part of our city's growth and spirit.

### *High Visibility*

Events are widely promoted through various channels, including a monthly city newsletter distributed to over 14,000 households and a strong social media presence with over 31,000 followers.

### *Extensive Reach*

Sponsorship provides an opportunity to reach a wide and diverse audience, with events like the Herriman Rodeo and Towne Days attracting thousands of attendees.

### *Brand Association*

Aligning with popular, family-friendly city events can positively impact your brand's image and values.

### *Demographic Advantage*

Herriman boasts a rapidly growing population with a median age of 25.5 years, offering access to a dynamic demographic.

### *Engagement*

Sponsoring events allows businesses to engage with the community, enhancing their local presence and reputation. Many sponsorships include booth opportunities and event activations.

### *Networking*

Sponsorship opens doors to connect with other local businesses, community leaders, and potential customers.

### *Packages*

The City offers various levels of sponsorship, allowing businesses to choose a level that best suits their budget and marketing goals



**Join us in supporting our events and become a **VISIBLE** part of Herriman's thriving community!**

# City Events Timeline



## ANNUAL EVENTS



### MAY 4, 2024 | HEALTH AND SAFETY PALOOZA

*Children and youth participate in bicycle safety activities led by the Herriman Police Department. Also features health vendors, games, activities, food trucks and more.*



### MAY 30 – JUNE 1, 2024 | FORT HERRIMAN PRCA RODEO

*The Fort Herriman PRCA Rodeo is one of the summer favorites for Herriman residents as we harken back to the olden days and Herriman's wild west past.*



### JUNE 15, 2024 | YETI RUN & RUCK

*The annual 5K Run and Ruck event, featuring a dynamic blend of traditional running and rucking challenges, also includes a 1-mile fun run centered around our City mascot 'Yeti' and includes fun features like "snow" in June.*



### JUNE 15 – 22, 2024 | FORT HERRIMAN TOWNE DAYS

*Fort Herriman Towne Days spans an entire week and is the largest event in Herriman City, with activities for the whole family including fireworks, carnival, food and music.*



### JULY 10, 17, 31, 2024 | YETI IN THE PARK

*This event brings a blend of summer safety awareness and fun to the city, featuring two popcicle pop-up events and a large celebration with a kids foam party, food trucks, inflatables, and more.*



### OCTOBER 8, 2024 | HERRIMAN HOWL

*The City's Halloween-themed event invites little ghosts, witches, and goblins to show off their costumes and participate in games and activities with local businesses.*



### DECEMBER 2, 2024 | NIGHT OF LIGHTS

*Ring in the season with the annual Night of Lights including Santa and Mrs. Claus, musical performances, games, crafts, ice skating, and more*



THERE'S MORE! Visit our website for a complete list: <https://www.herriman.org/events>



# Sponsor Opportunities



## Fort Herriman Towne Days

### DIAMOND PRESENTING

Introducing an unparalleled opportunity for your brand to shine at our upcoming Fort Herriman Towne Days! You'll take center stage as we ensure your brand becomes the focal point of all Towne Days visuals. Seamlessly integrated into the main graphic on all materials, your company will be prominently featured as the presenting sponsor, amplifying your reach and impact.

\$10,000

- Integration into the main graphic on all materials, "presented by (your company)". Your brand becomes the focal point of all Towne Days visuals
- Experience the power of social media as your brand is mentioned in all posts and emails, ensuring a digital resonance with our engaged online community of over 30,000 followers
- Dominance in all our advertising channels with your brand's presence in all our advertising materials, including 4 billboards, newsletters, and all event-related promotions
- Banner and signage placement at event
- Video board: logo placement and a 10 sec graphic ad on loop
- Booth and other activations opportunities

### GOLD LEVEL SUPPORTING – QTY 3

Position your brand prominently as a Gold Level Supporting Sponsor, enjoying exposure through event graphics, social media, email campaigns, and more.

\$3,000

- Prominent logo on most event related graphics
- Logo in all event related social media posts and email campaigns
- Logo and link on event website
- Logo in City newsletter advertising event
- Banner & logo placement at event
- Logo displayed on outdoor stage (Thu-Sat)
- Booth and other activation opportunities to 30,000 plus people

### DAY SPONSOR – QTY 4

Seize the spotlight with our exclusive Day Sponsorships. Each day carries its own unique theme, promising a symphony of entertainment and celebration.

\$1,000 per day

Wednesday | Sports Night

Thursday | Family Night

Friday | Herriman's 25<sup>th</sup> Anniversary - TBD

Saturday | Herriman's 25<sup>th</sup> Anniversary - TBD

- Logo in all event-day related social media posts and email campaigns
- Social media mention/tagging in posts and emails related to the sponsored day
- Banner & logo placement at event
- Sponsor acknowledgment on video board about the day's activities
- Booth opportunity at event during your "Day" and other activations opportunities

### LARGE STAGE SPONSOR

Step into the spotlight as the Large Stage Sponsor. Your investment not only ensures prominent brand exposure on all stage-related materials and social media but also plays a pivotal role in bringing top-tier talent and entertainment to the event.

\$3,000

- Logo or name on all large stage specific related graphics
- Logo in all stage entertainment related social media posts and email campaigns
- Logo and link on event website
- Prominent logo placement on stage banners
- 2<sup>nd</sup> banner placement at event, if provided
- Verbal mentions by Master of Ceremonies
- Booth and other activation opportunities to 30,000 plus people

### PAVILION SMALL STAGE SPONSOR

Your sponsorship not only ensures exceptional talent and entertainment for our community but also highlights your brand's support in creating a vibrant atmosphere that resonates with over 30,000 attendees.

\$2,000

- Logo or name on all small stage specific related graphics
- Logo in all stage entertainment related social media posts and email campaigns
- Logo and link on event website
- Prominent logo banner placement below stage
- Verbal mentions by Master of Ceremonies
- Booth and other activation opportunities





# Sponsor Opportunities



## Fort Herriman Towne Days

### CARNIVAL SPONSOR

Step into the heart of the excitement as our Carnival Sponsor, guaranteeing your brand's lively presence on all carnival-related materials and social media.

\$1,000

**SOLD**

- Logo or name on all carnival specific related graphics
- Logo in all carnival social media posts and email campaigns
- Logo and link on event website
- Prominent logo placement on carnival welcome banner
- Logo displayed on outdoor stage (Thu-Sat)

### THURSDAY FAMILY FUN ZONE SPONSOR

Watch as your company name becomes synonymous with laughter and joy for families as the free Family Fun Zone Sponsor on Thursday night. The area will include free putt-putt golf, inflatables and more.

\$2,000

**SOLD**

- Logo or name on all zone-specific related graphics
- Naming rights if preferred
- Mention/tagging in posts and emails related to the free family fun zone
- Banner placement at festival
- Logo on Family Fun Zone signage
- Logo displayed on outdoor stage (Thu-Sat)
- Booth and activation opportunities on Thursday

### WATER STATION SPONSOR

IN-KIND – WATER FOR 30,000

- Logo or name on all water station related graphics or advertising
- Logo and link on event website
- Logo displayed on outdoor stage (Thu-Sat)
- Booth and activation opportunities

**SOLD**

### CORNHOLE TOURNAMENT SPONSOR

Score big with your brand's presence as the official sponsor of our competitive Cornhole Tournament, connecting with players and spectators alike in a fun-filled atmosphere.

\$1,000

- Logo or name on all cornhole tournament specific related graphics
- Logo on all cornhole tournament social media posts and email campaigns
- Logo and link on event website
- Logo and mention on ticket email confirmation
- Prominent logo placement on welcome signage
- Logo placement on tournament t-shirts
- Logo displayed on stages (Thu-Sat)
- Booth and other activation opportunities Wednesday
- Verbal mention by Master of Ceremonies

### BINGO SPONSOR

Your sponsorship not only heightens the thrill of the game but also contributes to the generosity of the prizes and fun.

\$700

- Logo or name on all BINGO specific related graphics
- Prominent logo placement on welcome signage
- Activation opportunities during BINGO event
- Verbal mentions by bingo caller
- Logo displayed on stages (Thu-Sat)

### VIDEO GAME TOURNAMENT SPONSOR

Step back in time to 1999 and join us for an exhilarating video game tournament to celebrate our 25<sup>th</sup> year of incorporation. Gamers will test their skills against fellow gamers in classic titles for a chance to claim victory and eternal gaming glory.

\$700

- Logo or name on all video game tournament specific related graphics
- Prominent logo placement on welcome signage
- Activation opportunities during tournament event
- Verbal mentions by Master of Ceremonies
- Logo displayed on stages (Thu-Sat)

### PARADE SPONSOR

Be a beacon of community support as a proud sponsor of the city parade, showcasing your brand to thousands of enthusiastic spectators.

\$2,000

**SOLD**

- Logo or name on all parade specific related graphics
- Mention/tagging in posts and emails
- Banner placement at festival, Th-Sat
- Complimentary parade entry
- Booth and activation opportunities



# Sponsor Opportunities



## Yeti 5K Run & Ruck

### OFFICIAL SPONSOR

*As the official sponsor for the Herriman Yeti 5K Run and Ruck your support will be pivotal in bringing this exhilarating community event to life, offering participants a unique and memorable experience.*

\$2,000

- Prominent logo on all event related graphics
- Mention/tagging and logo in social media posts and emails
- Event mentions on music reel at Crane Park
- Logo and link on event website
- Logo on ticket email confirmation and advertisement
- Logo in City newsletter
- Banner placement at event
- Booth and activation opportunities

### SUPPORTING SPONSOR – QTY 6

*Contribute to this vibrant outdoor community and encourage participants on their journey to conquer new challenges.*

\$800

- Logo in social media posts and emails
- Logo and link on event website
- Logo in City newsletter
- Banner placement at event
- Booth and activation opportunities

### SWAG OR IN-KIND SPONSOR

*Join us in making a lasting impression by providing coveted swag or in-kind support for the Herriman Yeti 5K Run and Ruck, enriching the participant experience and showcasing your brand's generosity.*

IN-KIND DONATION valued \$500 or more

- Logo and link on event website
- Logo in City newsletter
- Banner placement at event
- Booth and activation opportunities

## Yeti in the Park - July

### SUPPORTING SPONSOR

*As the Supporting Sponsor for "Yeti in the Park" you will champion summer safety and fun, showcasing your commitment to community well-being and enjoyment.*

\$1,000 + Health Promo Item for 2,000

- Prominent logo on all event related graphics
- Mention/tagging and logo in social media posts and emails
- Logo and link on event website
- Logo in City newsletter
- Banner placement at foam party event
- Logo on wayfinding signage
- Booth and activation opportunities

### PROMOTIONAL OR IN-KIND SPONSOR

*Your support of a health-related safety swag item for 2,000 attendees will not only promote summer safety and enjoyment but also highlight your brand's commitment to our community.*

IN-KIND DONATION valued \$1000 or more

- Logo included in social media posts and emails
- Logo and link on event website
- Logo in City newsletter
- Banner placement at foam party event

PROMO ITEM EXAMPLES: Sunglasses, sunscreen, chapstick, first aid kits, branded water bottles, hats, visors, frisbees, reusable straws

## Herriman Yeti Mascot

### OFFICIAL SPONSOR FOR 2024

*Embark on a whimsical journey with Herriman City as we present an exclusive opportunity to become the Annual Sponsor of our beloved Yeti Mascot! This unique sponsorship offers a delightful blend of brand visibility, community engagement, and social media exposure.*

\$3,000

- The Herriman City Mascot will wear a t-shirt with a large City logo in the center and 3-inch size logo of the sponsoring company on the side chest area to more than 10 City events as well as new business ribbon cuttings and ground breakings.
- Mention/tagging in social media posts
- As the Annual Sponsor, you will have the unique opportunity to host the Yeti in conjunction with a special event of your choosing.



# Sponsor Opportunities



## Herriman Howl

### PRESENTING SPONSOR

Embrace the spirit of Halloween as the Presenting Sponsor for Herriman Howl, where your brand will be spellbindingly showcased as the star of the event, woven into the fabric of every promotional piece.

\$3,000

**SOLD**

- Integration into the main graphic on all materials, “presented by (your company)”. Your brand becomes the focal point of all Howl visuals
- Experience the power of social media as your brand is mentioned in all posts and emails, ensuring a digital resonance with our engaged online community
- Dominance in all our advertising channels with your brand’s presence in all our advertising materials, including 4 billboards, newsletters, and all event-related promotions
- Banner and signage placement at event
- Booth and other activation opportunities

### DOG COSTUME CONTEST SPONSOR

Unleash your brand's playful side with this sponsorship that puts your logo at the forefront of our annual Dog Costume Contest. Your brand will have a banner at the event, and enjoy interactive booth and activation opportunities, ensuring every tail-wagging moment highlights your support for our community's four-legged friends.

\$800

- Logo in social media posts and emails
- Logo and link on event website
- Banner placement at event
- Booth and activation opportunities



### GREEN SCREEN SPONSOR

As the Green Screen Sponsor, your brand will be magically transported into the heart of Herriman Howl, capturing memories with every photo and bringing interactive fun to our community's spooktacular celebration.

\$1,000

- Joint logo placement on printed photos
- Booth and activation opportunities

### BOOTH OPPORTUNITY IN CANDY ALLEY

Seize the sweet opportunity to be part of Herriman Howl's Candy Alley with a Booth Opportunity for just \$100, plus providing candy for 2,500 attendees. This spot is your chance to engage directly with the community, offering treats and smiles, and creating lasting memories at our much-anticipated Halloween celebration.

\$100 + candy for 2,500

### ENTERTAINMENT OR DJ SPONSOR

\$1,000



## Monthly Senior Events

### PRESENTING SPONSOR

Embark on a year-long journey of enrichment and joy by becoming the annual sponsor for Herriman's cherished monthly senior events. Your sponsorship will ensure a calendar brimming with engaging activities and classes, creating moments of connection and celebration for our esteemed senior community.

Monthly events include bingo, paint classes and more!

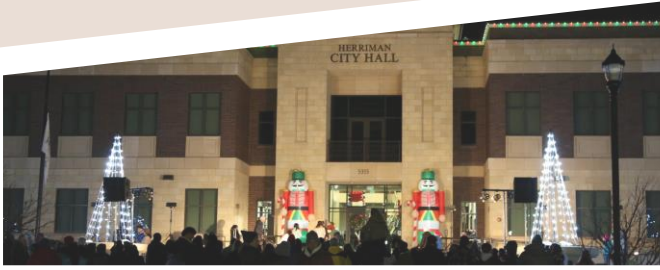
\$3,000

- Prominent logo on all monthly related graphics
- Mention/tagging and logo in social media posts and emails
- Logo and link on senior event website
- Logo on on-site event signage
- Activation opportunities with door prizes and more





# Sponsor Opportunities



## Night of Lights

### PRESENTING SPONSOR

*Illuminate the community's spirits as the Presenting Sponsor for Herriman's Night of Lights, where your brand will radiantly feature as the beacon of the celebration. Light up the event with your banners and take the opportunity to engage directly with the community through a booth and activations in a night to remember.*

**\$2,000**

- Integration into the main graphic on all materials, "presented by (your company)". Your brand becomes the focal point of all Night of Light visuals
- Experience the power of social media as your brand is mentioned in all posts and emails, ensuring a digital resonance with our engaged online community
- Dominance in all our advertising channels with your brand's presence in all our advertising materials, including 4 billboards, newsletters, and all event-related promotions
- Banner and signage placement at event

### CRAFT SPONSOR

*Your sponsorship will weave your brand into the fabric of family traditions, showcasing your commitment to the arts and the joy of making.*

**\$750 or in-kind sponsorship**

- Logo in social media posts and emails regarding the free craft
- Logo and link on event website
- Logo on welcome signage
- Activation and volunteer opportunities

### CHARACTER OR SCENE SPONSOR

*Bring the awe and wonder to the City's Night of Lights as an activity sponsor. We'll host fun meet and greets with family's favorite characters like the Grinch, Elsa, Anna and more!*

**\$500-\$1000**

### GINGERBREAD CONTEST SPONSOR

*Whisk your brand into the heart of community tradition by sponsoring Herriman's Annual Gingerbread Contest, where your support will add a dash of sweetness to our local festivities and prizes.*

**\$750**

- Logo in social media posts and emails regarding the contest
- Logo and link on event website
- Logo on welcome signage
- Activation and volunteer opportunities



## Yeti Hunt

### OFFICIAL SPONSOR

*Embrace the festive spirit with our annual Yeti Hunt, where your brand will lead the adventure in our community's beloved scavenger hunt. Gain exclusive recognition on all promotional materials with your logo being the guidepost for all event visuals.*

**\$1,250**

- Prominent logo on all event related graphics
- Mention/tagging and logo in social media posts and emails (20+)
- Logo and link on event website
- Dominance in all our advertising channels with your brand's presence in all our advertising materials, including 4 billboards, newsletters, and all event-related promotions
- All participant scavenger hunt materials (14)
- Verbal recognition during the prize drawing

### PRIZE SPONSOR – QTY 7

*As a Daily Hunt Prize Sponsor, enhance each day of the Yeti Hunt with a prize that sparks excitement and engagement. When your business donates a prize basket worth \$100 or more, your logo will be included in Yeti Hunt marketing materials associated with the giveaway of your prize basket as well as Yeti Hunt prize drawing ads, and encouragement to visit your business' storefront for extra prize drawings*

**\$125 or In-Kind Prize valued \$100 or more**

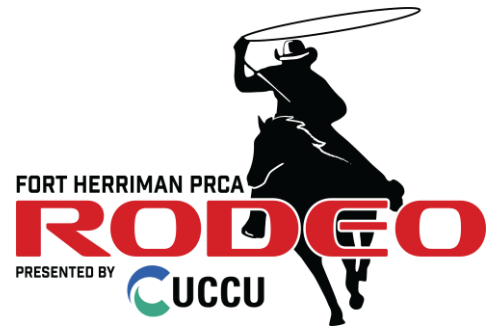


# Sponsor Opportunities

## AT-A-GLANCE SPONSORSHIP EXPOSURE

	Towne Days Presenting	Towne Days Gold Level	Yeti Run & Ruck Official Sponsor	Yeti Run & Ruck Supporting Sponsor	Yeti in the Park Supporting Sponsor	Howl Presenting Sponsor	Night of Lights Presenting Sponsor
COST:	\$10,000	\$3,000	\$2,000	\$800	\$1,000+	\$3,000	\$2,000
Quantity	1	3	1	3	3	1	1
<b>BRANDING &amp; SOCIAL MEDIA</b>							
"Presented by" logo used on all marketing	X		X			X	X
Prominent logo on all event related graphics	X		X		X		
Mention/tagging in all event related posts	X		X		X	X	X
Logo in all event related posts	X	X					
<b>AUDIO ADVERTISING</b>							
Event mentions on music reel at J. Lynn Crane Park (30 days)	X		X		X	X	X
<b>DIGITAL ADVERTISING</b>							
Logo with event ad on City billboards (14-30 days)	X		X			X	X
Logo with event ad on RSL Mtn View Corridor billboards (14-30 days)	X		X			X	X
Logo on event email campaigns	X	X	X	X	X	X	X
Logo and link on event website	X	X	X	X	X	X	X
Logo and mention on ticket email confirmation			X				
<b>CITY NEWSLETTER   Distribution to 14,000+ Households</b>							
Logo in City newsletter advertising event - 3 monthly editions	X						
Logo in City newsletter advertising event - 1 monthly editions	X	X	X		X	X	X
City newsletter, 1/2-page ad (needs reference to event) – 1 monthly edition	X						
<b>ON SITE</b>							
<b>BANNERS, SIGNS AND DISPLAYS</b>							
Banner placement at event with company logo (3'x5') w/printing. Optional: company can provide a banner 7 days prior to event date and must be less than 3.5 x 6'.	X	X	X	X	X	X	X
Logo included in large stage banner pendants at FHTD, June 20-22	X	X					
Logo on all wayfinding signage at event	X	X	X		X	X	X
Logo included on event welcome banners or signs	X		X			X	X
10'x10' booth opportunity & possible event activations	X	X	X	X	X	X	X
<b>VIDEO BOARD   Fort Herriman Towne Days Only</b>							
Logo included - "Thank you to our biggest sponsors" graphic - on loop	X	X	X				
10 Second company advertisement graphic on loop	X						
<b>ANNOUNCER   Verbal Mentions by Emcee</b>							
Verbal mention of company by name and thank you	X	X	X			X	X
<b>POST EVENT RECOGNITION</b>							
Social media thank you	X	X					
Logo included in City newsletter thank you – 1 month edition	X	X	X				
BONUS: Logo placement at other various city events	X	X	X			X	

# Contact Us



## *Fort Herriman PRCA Rodeo*

For those looking to lasso the excitement of our PRCA Rodeo in 2024, mosey on over to our separate Rodeo Sponsorship guide. Don't miss out on wranglin' up these golden opportunities.

**THE SPOTLIGHT IS WAITING FOR YOU!  
REACH OUT TODAY TO LEARN MORE ABOUT SPONSORING OUR  
ANNUAL CITY EVENTS AND ENSURE YOUR BRAND IS FRONT  
AND CENTER AT EVERY MEMORABLE MOMENT.**

**Contact Mindy with Herriman City for more information or to participate  
in this year's events!**

Mindy Kleman  
Event Coordinator  
Herriman Parks & Recreation  
[mkleman@herriman.org](mailto:mkleman@herriman.org)

