2020 Herriman City Events Sponsorship Overview

General Overview
With more than 20 City organized events throughout the year, the young, family centered, active lifestyle many embrace has shaped Herriman into a community heavily engaged in gathering together to experience a variety of entertainment and experience driven activities. Whether the annual rodeo, Towne Days celebration, motorcycle races, or a holiday event at a local park, we are eager to invite you to join us as we come together and cultivate the Herriman feel.

Why Sponsor?
• Serve as a community builder to help create lasting memories, foster relationships, and develop a sense of community inclusion
• Build brand identity among an active, growing, young, and thriving community
• Through multiple methods of exposure in partnership with the event, capitalize on creating awareness and visibility to boost sales among residents with a median annual income of more than $94,000
• With a variety of events that appeal to multiple interest groups, take advantage of the ability to share your message with a specific target audience

2020 Event Calendar

Main Events
Fort Herriman PRCA Rodeo: June 5-6
More than 5,000 attended in 2019

Fort Herriman Towne Days: June 22-27
More than 50,000 attended in 2019 over the five day event

Herriman Enduro Challenge: August 8
More than 3,500 attended in 2019

Herriman Howl: October 19
More than 5,000 attended in 2019

Herriman Night of Lights: November 30
More than 3,000 attended in 2019

Additional Events
Basket Bash: April 4
Memorial Day Breakfast & Ceremony: May 25
Yeti Run 5K & Kid’s Yeti Chase: June 17
Herriman Hula & Foam Party: August 17

Herriman Yeti Hunt: December 1-18
Pancakes and PJs: December 19
More Than Just Another Banner With Your Logo

Through a customized approach, we’ll assist in spreading your message and familiarizing the Herriman community with your logo through a variety of marketing strategies before, during, and after the event including some of the following:

- **Message Sign Boards (x4)**
  - 70,025 cars pass daily

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

- **Social Media**
  - [Facebook](#) 22,500+ followers
  - [Twitter](#) 148,767 reach per day
  - 226 engagements per post avg.
    - Combined stats for Facebook, Instagram, and Twitter

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

- **Yearly Events Magazine**
  - 19,000+ total circulation

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 - $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>62,992</td>
</tr>
<tr>
<td>Annual Growth Rate</td>
<td>4.7%</td>
<td>4.1%</td>
</tr>
<tr>
<td>Total Households</td>
<td>14,692</td>
<td>22,014</td>
</tr>
<tr>
<td>Median Household Income</td>
<td>$79,437</td>
<td>$80,631</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>27,731</td>
<td>40,538</td>
</tr>
</tbody>
</table>

#### Income Specifics

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< $50,000  | 10,000 - $14,999 | $15,000 - $19,999 |
$20,000 - $24,999 | $25,000 - $29,999 |
$30,000 - $34,999 | $45,000 - $49,999 |
$50,000 - $54,999 | $65,000 - $69,999 |
$75,000 - $79,999 | $100,000 - $199,999 |
$200,000 - more |
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#### Sponsorship Packages

Let us help you design a sponsorship package with a specific marketing plan that fits you!

Email events@herriman.org or Dann Goff at dann@mycitychamber.com to start supporting Herriman community events today!