



**Events Complex**

*Heber City Utah*

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2019 Annual  
Sponsorship  
Packet

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We take pride in building sponsor packages that meet your needs directly. From specific event to facility wide packages, we listen to your goals to create a true partnership.

The Wasatch County Event Complex offers a wide variety of sponsorships and advertising opportunities. Building and facility sponsors, event and program sponsorships, temporary event signage, year round signage, jumbotron advertising, and event program book advertising.

### **Wasatch County Event Complex and Recreation Center Demographic Information**

- Total Annual attendance of 160,000.
- WCPR the most visited sports facility in Wasatch County
- 20% are locals of Wasatch County
- 65% are visitors from the Wasatch Front
- 10% are Utah residents from outside the Wasatch Front
- 5% are out-of-state visitors.
- WCPR hosts an average of 70 different programs, events, and activities on the campus each year.
- Annual economic impact: \$12 million

### **Sport and Activity Breakdown**

- Rodeo/ Equestrian: 60,000 people
- Demolition Derby: 10,000 people
- Sports (Baseball, Softball, Volleyball, Basketball, soccer, wrestling): 50,000 people
- Non-Sport Activities (meetings, consumer shows, graduations): 20,000 people

Because of participation in adult and youth sports involves the entire family, the WCPR attendance comes from a wide range of age and income levels.



# 2019 Yearly Sponsorship



Wasatch County Event Complex hosts over 52 events a year and attendance reaches over 160,000 spectators.

2019 Yearly Sponsorship will include the Demolition Derby and Mountain Valley Stampede along with yearly benefits.

**Sponsorship Dates: May 1, 2019 to April 30, 2020**

Yearly Sponsorship (\$3000.00)

- 1- 3' x 8' banner to hang year round in indoor arena
- 1- 3' x 8' banner to hang during summer months on outdoor arena fence
- 1- 3' x 8' banner to hang during summer months in outdoor arena
- Sponsor Flag
- Jumbotron ad
- Featured Month: Newsletter, Social Media, Webpage advertisement
- Web Page advertisement
- Social media advertisement
- ½ page ad in programs – Electronic on our app
- Year round advertisement on our app
- 10 x 10 booth space at all events
- Hospitality Dinner
- 10 Tickets to Demolition Derby
- 10 Tickets to Mountain Valley Stampede

# Additional Opportunities

## Jumbo Tron Screen Sponsor

- Banner above Jumbo Screen
- Banner right of Jumbo Screen
- Banner left of jumbo Screen
- Announcer mention for slow motion replay and special screen showings

# Additional 2019 Sponsorship Opportunities

## Mountain Valley Stampede

- Chute Sponsor

Includes: Name on bucking chute, announcer mention every time chute is used.

Cost: \$500.00 with a yearly package

\$1500.00 without a yearly package

- Event Sponsor

Interview with each event winner. Shown on jumbotron approximately 15 seconds per view. Sponsor will receive 8 viewings per day on jumbotron. Each event winner will receive \$100.00 presented Sponsor

Cost: \$1600.00 for two day event.

8 event winners, \$800.00 per day

\$800.00 for one day

8 event winners, \$800.00.

### Events Include

Bareback, Saddle Bronc, Bull Riding, Steer Wrestling, Tie-Down Roping, Team Roping (2x Header and Heeler), Barrel Racing.



# Additional 2019 Sponsorship Opportunities

## Program Ad- Demolition Derby and Mountain Valley Stampede

- Full Page Color \$ 800.00  
Ad is electronic, will be put on our app year round. This will also include a link to the web link of your choosing.
- 1- 3'x 8' banner hung in outdoor arena during both events: \$500.00
- Jumbotron ad per time shown: \$150.00
- Product donations for prizes. Amount of retail donations will be applied toward advertising. You will have the choice of banner or jumbotron ads.
- Additional Tickets to Demolition Derby and Rodeo  
Includes: Additional presold tickets  
Cost: for every 10 additional PRESOLD tickets \$500.00





# WASATCH COUNTY PARKS & RECREATION

## Additional Wasatch County Parks and Recreation Sponsorship Opportunities

The Staff at Parks and Rec would like you to join our team in promoting quality youth and adult activities in our community. The Wasatch Recreation Center is a great place to advertise your business with over 14,500 participants in Recreation Programs and an additional 67,000 patrons per year through the door. We feel this additional opportunity will enhance the overall exposure of your business!

### **Platinum \$1,000.00 (renewal \$8,000)**

- 1- 3'x6' Banner at the Wasatch County Recreation Center for (1) year from contract date.
- Program: Company has the right to distribute flyers in coach's packets and at the location of the specific program during one event per season.
- Company logo/ad will run on the TV located at the entrance of the recreation Center for the duration of the contract
- Advertisement for one month in the Recreation Connection (hardcopy and via email)

### **Platinum \$800.00 (renewal \$600)**

- 1- 3'x6' Banner at the Wasatch County Recreation Center for (1) year from contract date.
- Program: Company has the right to distribute flyers in coach's packets and at the location of the specific program during one program.
- Company logo/ad will run on the TV located at the entrance of the recreation Center for the duration of the contract
- Advertisement for one month in the Recreation Connection (hardcopy and via email)

### **Gold \$600.00 (renewal: \$400)**

- 1- 3'x 6' Banner at the Wasatch County Recreation Center for (1) year from contract date
- Company logo will run on the TV located at the entrance of the Recreation Center for the duration of the contract
- Advertisement for one month in the Recreation Connection (hardcopy and via email)

### **Silver \$400.00 (renewal: \$200)**

- 1-3'x 6' banner at the Wasatch Recreation Center for (1) year from contract date
- Company logo will run on the TV located at the entrance of the Recreation Center for the duration of the contract

### **Bronze \$200.00 (renewal: \$200)**

- Advertisement for one month in the Recreation Connection (Hardcopy and via email)

**Parks and Rec Event Sponsorships: for a list of events please contact Adaire at 435-657-3240 ext 1013**