



THE CITY OF

# SARATOGA SPRINGS

SPECIAL EVENT SPONSORSHIP PACKET

The City of Saratoga Springs has long been one of the fastest growing communities in the area, and in 2017 we were the 3<sup>rd</sup> fastest growing city in the state. There are a lot of great things to celebrate here in Saratoga Springs. Our community consists of an ever growing population of families of all ages that are looking for opportunities to come together and celebrate as neighbors. Our citizens are excited to see business development come into our community, and the opportunities for community partnerships. Our City Celebration's Committee is a volunteer based organization funded in a large part by donations from sponsors like you. Our volunteers have given countless hours over the last 10 years to build up our community events and help them grow year to year. We have a lot of wonderful events planned for this year and are happy to provide you with this opportunity to promote your business in our city.

We appreciate your willingness to donate and sponsor events in our city. We treasure our event sponsors and try to do all we can to promote your business at our events. The celebrations committee has organized events throughout the year. With a wide range of events, we have sponsorship opportunities for every budget. If you have any questions or are interested in sponsoring an event please contact AnnElise Harrison by email at [aharrison@saratogaspringscity.com](mailto:aharrison@saratogaspringscity.com) or by phone at 801-703-8006.

Thank you again for all you do for our community.

AnnElise Harrison  
Civic Events Coordinator  
Communications | Saratoga Springs

Cell: 801.703.8006  
Fax: 801.766.9794  
1307 N. Commerce Dr. #200  
Saratoga Springs, UT 84045  
[www.saratogaspringscity.com](http://www.saratogaspringscity.com)

## MISS SARATOGA SPRINGS PAGEANT

### Attendance - 700

- March 7, 2020

### Gold Sponsor - Title Sponsorship - \$1,000

- First right of refusal
- Industry exclusivity
- Logo will be included on all marketing materials for the Miss Saratoga Springs Pageant (city newsletter, city website, and signs)
- Logo placed on event webpage with hyperlink
- Full page advertisement in the event program

### Silver Sponsor - \$500

- Logo will be included on all marketing materials for the Miss Saratoga Springs Pageant (city newsletter, city website, and signs)
- Logo placed on event webpage with hyperlink
- ½ Page advertisement in the event program

### Bronze Sponsor - \$200

- Business name listed as a sponsor on marketing materials for the Miss Saratoga Springs Pageant (city newsletter, city website, and signs)
- Business name listed on event webpage
- ¼ Page advertisement in event program

### Community Partner - Donation In-Kind

- Business name listed as a sponsor on marketing materials for Fall Festival (city newsletter, city website, programs, and signs)
- Business name listed on event webpage

## SPRING FESTIVAL SPONSORSHIP

### Attendance – 3,000

- April 4, 2020

### Gold Sponsor- Title Sponsorship - \$2,500

- First right of refusal
- Industry exclusivity
- Logo will be included on all marketing materials for Spring Festival (mailers, city newsletter, city website, and banners.)
- Logo placed on event webpage with hyperlink
- A banner (provided by you) placed at the entrance to Neptune
- Booth at Spring Festival

### Silver Sponsor - \$1,500

- Logo will be included on all marketing materials for Spring Festival (mailers, city newsletter, city website, and banners.)
- Logo placed on event webpage with hyperlink
- A banner (provided by you) placed at the entrance to Neptune Park
- Booth at Spring Festival

### Bronze Sponsor - \$500

- Business name listed as a sponsor on all marketing materials for Spring Festival (mailers, city newsletter, city website, and banners.)
- Business name listed on event webpage
- Booth at Spring Festival

### Community Partner - Donation In-Kind

- Booth at the Spring Festival
- Donations spread on Easter egg hunt fields

## SARATOGA SPLASH DAYS

### Attendance - 20,000

- Weeklong Event
  - June 8-13, 2020

### Gold Sponsor - Title Sponsorship - \$8,000

- First right of refusal
- Industry exclusivity
- Logo will be included on all marketing materials for Splash events (mailers, city newsletter, city website, and banners.)
- Logo placed on event webpage with hyperlink
- A banner (provided by you) placed at the entrance to Neptune Park
- A banner (provided by you) to be placed on the railing in front of the stage
- Logo and announcements made at event as title sponsor
- Official Splash Days Concert sponsor
- Parade entry in Splash Days Grand Parade
- Booth at Community Fair
- A commercial shown before the Outdoor Movie (must be on a DVD)

### Silver Sponsor - \$4,000

- Logo will be included on all marketing materials for Splash events (mailers, city newsletter, city website, and banners.)
- Logo placed on event webpage with hyperlink
- A banner (provided by you) placed at the entrance to Neptune Park
- A banner (provided by you) to be placed on the railing in front of the stage
- Parade entry in Splash Days Grand Parade
- Booth at Community Fair
- A commercial shown before the Outdoor Movie (must be on a DVD)

### Bronze Sponsor - \$2,000

- Business name listed as a sponsor on all marketing materials for Splash events (mailers, city newsletter, city website, and banners.)
- Business name listed on event webpage
- A banner (provided by you) will be placed on the railing in front of the stage
- Parade entry in Splash Days Grand Parade
- Booth at Community Fair

### Community Partner - \$500 or Donation In-Kind

- Business name listed as a sponsor on all marketing materials for Splash events (mailers, city newsletter, city website, and banners.)
- Business name listed on event webpage
- Parade entry in Splash Days Grand Parade
- Booth at Community Fair

## SUMMER CELEBRATION SERIES

### Attendance - 4000

- Season long event
  - Outdoor concerts every Monday evening June 1, 2020 – August 11, 2020
  - 1 movie nights- July 10, 2020

### Gold Sponsor- Title Sponsorship - \$5,000

- First right of refusal
- Industry exclusivity
- Logo will be included on all marketing materials for the Summer Celebrations Series (mailers, city website, and banners.)
- Logo placed on event webpage with hyperlink
- A banner (provided by you) placed at the entrance to Neptune Park
- A banner (provided by you) placed at events
- A commercial shown before the Outdoor Movies (must be on a DVD)
- Booth at events

### Silver Sponsor - \$3,000

- Logo will be included on all marketing materials for Summer Celebration Series (mailers, city website, and banners.)
- Logo placed on event webpage with hyperlink
- A banner (provided by you) placed at events
- Booth at events

### Bronze Sponsor - \$1,000

- Business name listed as a sponsor on all marketing materials for Summer Celebration Series (mailers, city website, and banners.)
- Business name listed on event webpage
- A banner (provided by you) placed at events
- Booth at events

### Community Sponsor - \$500 or Donation In-Kind

- Business name listed as a sponsor on all marketing materials for Summer Celebration Series (mailers, city website, and banners.)
- Business name listed on event webpage

## FALL FESTIVAL SPONSORSHIP

### Attendance - 5000

- October 2, 2020

### Gold Sponsor - Title Sponsorship - \$5,000

- First right of refusal
- Industry exclusivity
- Logo will be included on all marketing materials for Fall Festival (mailers, city newsletter, city website, and banners.)
- Logo placed on event webpage with hyperlink
- A banner (provided by you) placed at the entrance to Shay Park
- Booth at Fall Festival

### Silver Sponsor - \$3,000

- Logo will be included on all marketing materials for Fall Festival (mailers, city newsletter, city website, and banners.)
- Logo placed on event webpage with hyperlink
- A banner (provided by you) placed at the entrance to Shay Park
- Booth at Fall Festival

### Bronze Sponsor - \$1,000

- Business name listed as a sponsor on all marketing materials for Fall Festival (mailers, city website, and banners.)
- Business name listed on event webpage
- A banner (provided by you) will be placed at Shay Park
- Booth at Fall Festival

### Community Partner - \$500 or Donation In-Kind

- Business name listed as a sponsor on all marketing materials for Fall Festival (mailers, city website, and banners.)
- Business name listed on event webpage
- Booth at the Fall Festival

## CELEBRATE IN SARATOGA

### Attendance - 4,000

#### Multi-Day Event

- Christmas Tree Lighting- November 30, 2020
- Orchestra Concert- TBD
- Home Decorating Contest- December 4-26, 2020
- Library Craft Day - TBD

### Gold Sponsor - Title Sponsorship - \$5,000

- First right of refusal
- Industry exclusivity
- Logo will be included on all marketing materials for Celebrate in Saratoga (mailers, city newsletter, city website, programs, banners, and signs)
- Logo placed on event webpage with hyperlink
- A banner (provided by you) placed at the entrance to Neptune Park
- Booth at Christmas tree Lighting

### Silver Sponsor - \$3,000

- Logo will be included on all marketing materials for Celebrate in Saratoga (mailers, city website, programs, banners, and signs)
- Logo placed on event webpage with hyperlink
- A banner (provided by you) placed at the entrance to Neptune Park
- Booth at Christmas tree Lighting

### Bronze Sponsor - \$1,000

- Business name listed as a sponsor on marketing materials for Celebrate in Saratoga (mailers, city website, and programs)
- Business name listed on event webpage
- Booth at Christmas tree Lighting

### Community Partner - \$500 or Donation In-Kind

- Business name listed as a sponsor on marketing materials for Fall Festival (mailers, city newsletter, city website and programs)
- Business name listed on event webpage