



DRAPER DAYS 2024

SPONSORSHIP OPPORTUNITIES



Ranked as one of the best cities to live in the country, Draper prides itself on community connection and involvement, with an eclectic calendar of events and recreation programs. Draper Days is the City's biggest annual event, with **14 unique events attended by 30,000 - 40,000 visitors**. 2024 Draper Days will be held **July 12 - 20**. I invite you to participate and support this wildly successful and fun-filled event. For a full list of Draper Days events, visit draperutah.gov/draperdays.

Mayor Troy K. Walker

DRAPER DAYS 2023 STATISTICS

Total Attendance for All Events	47,300
Friday Attendance	11,600
Saturday Attendance	26,800
Total Rodeo Attendance	6,000
Average Attendance Time Per Person	130 minutes



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SPONSOR LEVEL

SPONSOR BENEFIT

Platinum
\$15,000+

- LED board commercial at main event
- 1/4 page ad in City's *Draper Forward* newsletter
- + *All Gold-level benefits*

Gold
\$10,000

- Custom banner produced and displayed at rodeo
- 10 x 10 ft. booth space provided at rodeo
- + *All Silver-level benefits*

Silver
\$5,000

- 10 x 10 ft. booth space provided at main event
- + *All Bronze-level benefits*

Bronze
\$1,000

- Parade entry provided
- Custom banner produced and displayed at main event
- + *Friend-level benefit*

Friend
\$500 and below

- Listed on City's website and *Draper Forward* newsletter

MEDIA REACH



@drapercityutah
8,500+ followers



@drapercity
4000+ followers



@drapercity
5000+ followers



@drapercitygov
113,264 views in 2023



Draper City Talk, the official podcast of Draper City, available on all major platforms



Draper Forward, the City's official newsletter, mailed to 17,000+ homes and businesses



Notify Draper, the City's text/email alert system with 28,000+ subscribers



65,000+ views for Draper Days at draperutah.gov/ draperdays





DRAPER DAYS 2024 SPONSOR COMMITMENT

Contact

Name of Business _____

Primary Contact Name & Title _____

Mailing Address _____

Phone _____ Email _____

Sponsorship Level

- PLATINUM \$15,000 GOLD \$10,000 SILVER \$5,000 BRONZE \$1,000 FRIEND \$500 & below
- IN-KIND (attach details of the goods or services to be provided)

Method of Payment

- Check (make payable to Draper City, 1020 E Pioneer RD, Draper, Utah 84020)
- Credit card (call Draper City Finance Department (801) 576-6500 to make payment)

Questions? Bret Millburn, Assistant City Manager | sponsors@draperutah.gov | (801) 576-6516
Return to: Draper City Hall, ATTN: Bret Millburn, 1020 E Pioneer RD, Draper, Utah 84020-4700

Agreement

- Sponsor benefits as outlined in the Draper Days 2024 Sponsorship Opportunities document apply only to the activities that take place at Draper City Park on July 19-20, 2024, and do not extend before, or beyond those dates, or to other Draper Days activities such as the Rodeo, Parade, or sporting tournaments.
- All sponsorships are subject to Draper City's Sponsorship Policy. Before signing this Sponsor Commitment, interested individuals or entities are advised to read the Draper City Sponsorship Policy located on the reverse side of this form.
- The value of in-kind goods or services is measured by their fair market value. At the time of submitting this Sponsorship Commitment, the Sponsor shall document in writing the valuation of the goods or services to be provided.
- Draper City agrees to provide benefits corresponding to the level of sponsorship. The sponsor agrees to release, indemnify, defend, and hold harmless the City of Draper, its elected and appointed officials, agents, employees, and volunteers, from any and all claims, losses, damages, or injuries caused by or resulting from the sponsor's negligent acts or omissions. Draper City does not guarantee any benefit or profit to the sponsor or any person who participates or partakes in Draper City events.

Signature for Sponsor _____ Date _____

Signature for Draper City _____ Date _____

SPONSORSHIP POLICY

Draper Days is Draper City's annual celebration that seeks to celebrate Draper City's pioneer heritage and foster a sense of community by providing activities and events that unite the community while celebrating the City's history.

Draper City follows a sponsorship policy when determining whether individuals and entities are eligible for event sponsorship.

Acceptance by Draper City of a sponsorship does not create a traditional, designated, or limited public forum for private speech of any kind. All sponsorship affiliations and messages are government speech.

In all cases, Draper City reserves the right to exercise full discretion and editorial control over the placement, content, appearance, and wording of sponsorship affiliations and messages in accordance with the policy. Draper City is under no obligation to approve any sponsorship proposal.

Draper City reserves the right to terminate any accepted sponsorship at any time if, in Draper City's sole discretion, continuation of the sponsorship is not in Draper City's best interests.

Draper City will not accept a sponsorship from an applicant who is engaged in any of the following activities:

- Involved in the manufacture, distribution or wholesaling of cigarettes, tobacco products, or vapor products;
- Involved in the manufacture, distribution, or wholesaling of alcohol; except where alcoholic beverages have been authorized for sale and consumption on the premises;
- Involved in the manufacture, distribution, or wholesaling of firearms;
- Whose business is solely or substantially derived from the sale or distribution of pornography;
- Involved in the advocacy or endorsement of candidates or campaigns pertaining to political elections.

Sponsorship messages shall not contain any of the following:

- Advocacy or endorsement of candidates or campaigns pertaining to political elections;
- The depiction, in any form, of nudity or semi-nudity, profanity, obscenity, or lewdness or characterizations which suggest, depict, or promote any such element or sexually oriented products, activities, or materials;
- Promotion for the use or sale of firearms, explosives, or other weapons; or the depiction, suggestion, or glorification of violence or acts of a violent nature;
- Promotion or depiction of discrimination or the use of hate speech against any individual, group, company, or organization;
- Implication of endorsement by the city or city employees;
- Content that is false, misleading, deceptive, or otherwise relates to an illegal activity; or
- Language or descriptive material which taken in form and context is deemed to be contrary to community standards.