



INTERNATIONAL MARKET

AT THE UTAH STATE FAIRPARK & EVENT CENTER



Sponsorship Opportunities

What

The Utah State Fairpark & Event Center presents Salt Lake City's first International Market launching in May of 2022.

The International Market will feature ethnically-diverse foods, goods by artisans from around the world, and globally represented entertainment.

The Market will be:

- A regular occurring event that serves as a platform to celebrate, educate, and appreciate the many diverse cultures in Utah.

A new and exciting place to for:

- Ethnic business owners to sell their goods, services, & food, advertise and grow their businesses.
- Shoppers to find unique goods from around the world.
- Food lovers to discover new and exciting cuisine to try.
- Locals to learn about other cultures and customs.
- An eventual year-round destination in multiple buildings for locals and tourists to visit daily.



Why

- Celebrate multiculturalism and diversity of Salt Lake City's growing population.
- Assist immigrants & refugees as entrepreneurs
- Educate locals about world cultures, customs, & beliefs.
- Create a year-round destination on the west side.
- Address food desert/insecurity on the west side.
- Create a community gathering place for west side residents.

Who

The International Market is produced by the Utah State Fairpark Corporation, a 501c3 nonprofit organization formed in 1995 that is responsible for managing, supervising, and controlling all activities relating to the Utah State Fairpark facilities including the Utah State Fair.





Presenting Sponsor

The Presenting Sponsor receives extensive media value with inclusion in all network and cable TV, radio, newspaper, social media and magazine media promotion of the International Market.

This presenting sponsor also receives additional logo inclusion on-site with banners, recognition at special venues, social media ads, and much more.

General Sponsorship

Signage & Banners

Advertise your business at the International Market with your own creative signage. Space is available in various places on our 65 acre property including inside the fairgrounds, at the gates, or on the exterior fence.

- Main Gate
- Buildings - Interior & Exterior
- No Temple Fenceline
- Restroom Stalls

Market Partners

Programming Partners

An important component of the International Market will be educating the public about cultures and customs around the world through educational programming. Programming may include workshops, classes, demonstrations, displays, hands-on activities, and more. Funds will support the development of educational programming, purchasing equipment & supplies, and create a stipend for instructors.

Business-Startup Partners

Many people have the skills, knowledge, and desire to start their own business and become a vendor at the International Market. Starting a business of handmade products or delicious food to sell takes time, but also takes a fair amount of capital. More often than not people are unable to pursue their dream because of financial constraints.

Our Business Start up Partners will create scholarships for new entrepreneurs to build their business and participate at the International Market.





All sponsor benefits are customized to fit each clients unique marketing goals. Get your customized package started today!



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