
2022 Annual Sponsorship Packet

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.

2022 Sponsorship Opportunities

Wasatch County Event Complex and Recreation Center Demographic Information

Wasatch County Event Complex hosts over 45 events a year and attendance reaches over 160,000 spectators.

- 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: 80,000 people
- Demolition Derby: 14,000 people
- Sports (Baseball, Softball, Volleyball, Basketball, soccer, wrestling): 50,000 people
- Non-Sport Activities (meetings, consumer shows, graduations): 20,000 people

2022 Sponsorship Opportunities

Wasatch County Parks and Recreation

Presented by Sponsor - \$15,000 (1 available): Mountain Valley Stampede

- Presented by will be on arena digital board at rodeo start between main events, and at the end of Rodeo
- Company’s name will follow, Mountain Valley Stampede Rodeo presented by (name)
- Presented by will be on all Billboards.
- Banner with name or logo on each main Gate of Arena.
- Your company’s logo will be displayed in all in printed materials, radios, and TV advertising. Materials printed made prior to signing of sponsorship contract will be an exception to this clause. Company logo will be listed on web site under Mountain Valley Stampede.
- Sponsor will receive recognition on all radio and TV adds
- A flag (4x6) will be displayed at the rodeo (rider will circle the arena with the sponsor’s flag this will be done twice each night).
- Sponsor Flag will be in the Wasatch County Parade
- Sponsor will be permitted to set up a display area inside the grounds. Size of display must be provided at contract signing. Size of booth can be up to 144 sq. ft.
- Sponsor will receive 5 complimentary tickets for the rodeo. And Derby
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This agreement is between _____ and Wasatch County Event Complex

Sponsor _____

Date _____

WCPR _____

Date _____

Wasatch County Parks and Recreation

2022 Sponsorship Opportunities

Wasatch County Parks and Recreation

Presented by Sponsor - \$15,000 (1 available): Wasatch County Parks and

Recreation Demolition Derby

- Presented by will be on arena digital board at Demolition Derby beginning, between main events, and at the end of the Derby.
- Company’s name will follow, Wasatch County Parks and Recreation Demolition Derby. Presented by (name)
- Presented by will be on all Billboards and Advertisement.
- Banner with name or logo on each main Gate of Arena.
- Your company’s logo will be displayed in all in printed materials, radios, and TV advertising. Materials printed made prior to signing of sponsorship contract will be an exception to this clause. Company logo will be listed on web site under Wasatch County Parks and Recreation Demolition Derby
- A flag (4x6) will be displayed at the Derby Flag will circle the arena with this will be done twice each night).
- Sponsor Flag will be in the Wasatch County Parade
- Sponsor will be permitted to set up a display area inside the grounds. Size of display must be provided at contract signing. Size of booth can be up to 144 sq. ft.
- Sponsor will receive 5 complimentary tickets for the rodeo. And Derby
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This agreement is between _____ and Wasatch County Event Complex

Sponsor _____

Date _____

WCPR _____

Date _____

Wasatch County Parks and Recreation

2022 Sponsorship Opportunities

Wasatch County Parks and Recreation

Screen Sponsor - \$10,000 or Derby and Rodeo for \$15,000

- Screen Sponsor will have signs above and below screen
- Company Logo on screen at all times
- Announcer advertisement
- 30 second company commercial
- Yearly add package
- Banner in outdoor arena
- Electronic add indoor

This agreement is between _____ and Wasatch County Event Complex

Sponsor _____ Date _____

WCPR _____ Date _____

Wasatch County Parks and Recreation

2022 Sponsorship Opportunities

Yearly Sponsorship (\$4000.00)

- 1- electronic add shown at each event year round in indoor arena
- Jumbotron ad
- Featured Month: 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
- 5 Tickets to Demolition Derby
- 5 Tickets to Mountain Valley Stampede

This agreement is between _____ and Wasatch County Event Complex

Sponsor _____ Date _____

WCPR _____ Date _____

Wasatch County Parks and Recreation

2022 Sponsorship Opportunities

Event Winner Sponsor

Event Winner Sponsor - \$5,000 (1 only per event): (SOLD)

- Interview with each event winner. Shown on Jumbotron approximately 15 seconds per view.
- Sponsor will receive 9 viewings per day on Jumbotron.
- Each event winner will receive \$100.00 presented by Sponsor 9 event winners, per day.

Events Include

Bareback, Saddle Bronc, Bull Riding, Steer Wrestling, Tie-Down Roping, Team Roping x2 Header and Heeler), Barrel Racing and breakaway roping.

This agreement is between _____ and Wasatch County Event

Sponsor _____ Date _____

2022 Sponsorship Opportunities

Instant Replay Sponsor - \$5,000.00 (1only): Rodeo (1only): Derby

- Sponsor Logo will be on replay
- Company logo will be listed on Parks and Recreation web site under Wasatch County Fair and Rodeo event.
- One 4 X 8 banner displayed inside the arena.
- Sponsor will receive 5 complimentary tickets for the rodeo and derby.
- Sponsor will be recognized in Rodeo program.
- Sponsor will receive first right of refusal

This agreement is between _____ and Wasatch County Event Complex

Sponsor _____ Date _____

WCPR _____ Date _____

Wasatch County Parks and Recreation

2022 Sponsorship Opportunities

TICKET SPONSOR - \$6,000.00) (1 only): (Sold)

Name printed on all admission tickets sold for event seating stalls and camping. This is the first point of contact with the Event Complex

- Sponsor will be permitted to use Ticket for advertising. Your company's logo will be displayed on all in tickets both digital and hard copy. Materials printed, made prior to signing of sponsorship contract will be an exception to this clause.
- Company logo will be listed on Event Complex website and on monitors in building year round.
- Sponsor will be permitted to set up a display area at the grounds during events. Size of booth can be up to 144 sq. ft.12x12.
- One 4 X 8 banner displayed inside the arena. (sponsor must supply banner)
- Sponsor will receive first right of refusal

This agreement is between _____ and Wasatch County Event Complex

Sponsor _____ Date _____

WCPR _____ Date _____

Wasatch County Parks and Recreation

2022 Sponsorship Opportunities

Chute Sponsor - \$5,000.00 (8 only):

- Banner with name or logo on chute gate 85"x21.5" announced each time the chute gate is opened. Recognized for the full 2 1/2 hours of the Rodeo.
- Your company's logo will be displayed in all in printed materials,
- Company logo will be listed on Parks and Rec web site under Event Complex.
- A flag (4x6) will be displayed at the rodeo (rider will circle the arena with the sponsor's flag).
- Sponsor will be permitted to set up a display area inside the grounds. Size of display must be provided at contract signing. Size of booth can be up to 144 sq. ft.
- One 4 X 8 banner displayed in sponsor area on grand stand. (sponsor must supply flag and banner)
- Sponsor will receive 5 complimentary tickets for the rodeo and 5 to the demolition Derby (To be used on either the first or second night).
- Sponsor will be recognized on Jumbotron.
- Sponsor will receive first right of refusal

This agreement is between _____ And Wasatch County Parks and Rec.

Sponsor _____ Date _____

WCPR _____ Date _____

Wasatch County Parks and Recreation

2022 Sponsorship Opportunities

Track Shot Live

\$500.00

30 second commercial aired throughout the streaming of the Wasatch County Parks and recreation demolition Derby July 29-30 2022 commercials will be aired to a national audience throughout the United States and Canada. Between 15,000 to 100,000 views per live broadcast

This agreement is between _____ And Wasatch County Parks and Rec.

Sponsor _____ Date _____

WCPR _____ Date _____
Wasatch County Event Complex

2022 Sponsorship Opportunities

Self-placed advertisement - \$2500 Derby \$3750 Rodeo or both for \$5000 (1 only):

- Sponsor will provide advertisement material and labor to attach to seats. All tape and adhesives used must be approved by complex. Sponsor agrees to remove all tape and adhesive from seats placed by sponsor.
- Sponsor will be permitted to set up a display area inside the grounds. Size of display must be provided at contract signing. Size of booth can be up to 144 sq. ft.
- One 4 X 8 banner displayed in sponsor area on grand stand.
- Sponsor will receive 5 complimentary tickets for the rodeo and 5 to the demolition Derby (To be used on either the first or second night).
- Sponsor will be recognized on Jumbotron.
- Sponsor will receive first right of refusal

This agreement is between _____ And Wasatch County Parks and Rec.

Sponsor _____ Date _____

WCPR _____ Date _____

Wasatch County Parks and Recreation

2022 Sponsorship Opportunities

Inside Chute Sponsor Logo - Rodeo only. \$1000 for 1 or 8 for \$5000.00

- Logo on inside of chute for Rodeo only
- Your company's logo will be displayed in chute or chutes positioned for best camera position top rail
- Company logo will be listed on Parks and Rec web site under Event Complex.
- Sponsor will receive first right of refusal

This agreement is between _____ And Wasatch County Parks and Rec.

Sponsor _____ Date _____

WCPR _____ Date _____

Wasatch County Parks and Recreation

2022 Sponsorship Opportunities

2022 Fair Days Sponsor Ticket Request Form

Name: _____

Phone: _____

Email Address: _____

Demolition Derby:

Friday July 29th \$25 Blue Stadium Seats quantity _____ or \$20 Bleacher Seats quantity _____

Saturday July 30th \$25 Blue Stadium Seats quantity _____ or \$20 Bleacher Seats quantity _____

5 Free Tickets Friday Night _____ or Saturday Night _____ please check one.

Mountain Valley Stampede Rodeo:

3 Day Pass Blue Stadium Seats \$55 _____ or \$40 Bleacher Seats _____

Thursday Aug. 4th Blue Stadium Seats \$17 _____ or \$12 Bleacher Seats _____

Friday Aug. 5th Blue Stadium Seats \$20 _____ or \$15 Bleacher Seats _____

Saturday Aug. 6th Blue Stadium Seats \$20 _____ or \$15 Bleacher Seats _____

5 Free Tickets Thursday Night _____ or Friday Night _____ or Saturday Night _____ please Check one.