



2025 ANNUAL SPONSORSHIP OPPORTUNITIES

We take pride in building sponsor packages that meet your needs directly; from specific event to facility-wide packages, we listen to your goals with the intention of creating 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, Jumbo Tron advertising, and event program book advertising.

We're committed to the betterment of our community programs while collaborating with local businesses with the same vision.

THANK YOU for considering a sponsorship with
Wasatch County Parks & Recreation!



WASATCH COUNTY EVENT COMPLEX AND RECREATION CENTER DEMOGRAPHIC INFORMATION

Wasatch County Parks & Recreation hosts over 70 events a year and attendance reaches upwards of 500,000 spectators and competitors.

- Wasatch County Event Center is the most visited sports facility in Wasatch County
- Total annual spectator attendance of 250,000
 - 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.
- Wasatch County Event Complex hosts an average of 45 different programs, events, and activities on the campus each year
- Annual economic impact: \$12-14 million and growing, throughout Wasatch County

Sport and Activity Spectator Attendance Breakdown

- Rodeo/Equestrian: over 80,000 people
- Demolition Derby: over 21,000 people
- Sports (baseball, softball, volleyball, basketball, soccer, wrestling): 50,000 people
- Non-Sporting Activities (meetings, consumer shows, community events): 20,000 people

Wasatch County Fair Days

- 10 days of activities for local residents and out of state visitors
- Total estimated attendance over 80,000
- Fairs Days Events Include:
 - Wasatch County Demolition Derby
 - Mountain Valley Stampede Rodeo
 - Carnival/Fair
 - Exhibits and Livestock Sale
 - Fair Days Parade
 - Party in the Park & Talent Find
 - Fair Days BBQ & Hypnotist
 - Charley Jenkins Concert Performance
 - Miss Wasatch County
 - Pool Party
 - Skate Competition
 - Outdoor Movie
 - Country Market



FAIR DAYS TITLE SPONSOR

\$35,000 (1 AVAILABLE)

WASATCH COUNTY FAIR DAYS, JULY 24TH – AUGUST 2ND, 2025

- “Presented by (Company)” will be on Jumbo Tron at all Fair Days Events, both indoors & out
- Company’s name will follow “Wasatch County Fair Days; Presented by (Company)”
- Company’s logo will be presented each night of our drone show (5 nights total) with special mention leading up to and during the drone show each night
- Your company’s logo will be displayed at each fair event with a minimum of a 2’x4’ banner
- Company’s logo will be prominently displayed on all volunteers’ t-shirts throughout Fair Days
- Up to 25 social media promotional posts with the mention of Fair Days and Sponsor on each
- Feather flag or banner with name or logo on the main gate of the outdoor arena, at the entrance to the indoor arena, as well as the carnival and Country market
- Your company’s logo will be prominently displayed in all printed materials and TV advertising, including WeCrash TV (national demolition derby PPV). Materials printed prior to signing of sponsorship contract will be an exception to this clause. Company logo will be listed on web site under Wasatch County Fair Days
- Sponsor will receive recognition on all radio advertisements; up to 96 total for the month leading up to Fair Days
- A 4x6 flag will be displayed on our raffle derby car (driver will circle the arena with the sponsor’s flag on Saturday night) as well as by a cowgirl circling the arena a minimum of twice each night of the rodeo
- Sponsor Flag will be in the Wasatch County Parade
- Sponsor will be permitted to set up a display area inside the grounds at any county-sanctioned or additionally agreed-upon event. Size of booth can be up to 12’x12’
- Wasatch Bucks valued at \$350 for use at Wasatch County Concessions and Food Truck during Fair Days events
- (20) complimentary tickets for the night of choice at the rodeo and/or derby; the option to purchase additional before public sale

This agreement is between _____ and Wasatch County Event Complex

SPONSOR _____
Authorized Signer

DATE _____

WCPR _____
Wasatch County Parks and Recreation

DATE _____



“PRESENTED BY” TITLE SPONSOR

\$15,000 (1 AVAILABLE)

WASATCH COUNTY DEMOLITION DERBY, JULY 24, 25 & 26, 2025

- “Presented by (Company)” 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 Demolition Derby; Presented by (Company)”
- Company’s logo will be prominently displayed on all volunteers’ t-shirts throughout Fair Days
- Your company’s logo will be displayed on all derby tickets, both digital and hard copy. Materials printed prior to signing of sponsorship contract will be an exception to this clause
- Feather flag or banner with name or logo on each main gate of the outdoor arena and posted on the grandstand
- Your company’s logo will be displayed in all printed materials and TV advertising, including WeCrash TV (national demolition derby PPV). Materials printed prior to signing of sponsorship contract will be an exception to this clause
- Company logo will be listed on web site under Wasatch County Demolition Derby
- Sponsor will receive recognition on all radio advertisements during the months leading up to the derby
- Sponsor Flag will be in the Wasatch County Parade
- Sponsor will be permitted to set up a display area inside the grounds during the Wasatch County Demolition Derby
- Wasatch Bucks valued at \$150 for use at Wasatch County Concessions and Food Truck during Fair Days events
- (10) complimentary tickets for the night of choice at the rodeo and/or derby; the option to purchase additional before public sale

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“PRESENTED BY” TITLE SPONSOR

\$15,000 (1 AVAILABLE)

MOUNTAIN VALLEY STAMPEDE, JULY 31-AUGUST 2, 2025

- “Presented by (Company)” will be on arena digital board at rodeo start, between most events, and at the end of Rodeo
- Company’s name will follow, “Mountain Valley Stampede Rode; presented by (company’s name)”
- Company’s logo will be prominently displayed on all volunteers’ t-shirts throughout Fair Days
- Your company’s logo will be displayed on all rodeo tickets, both digital and hard copy. Materials printed prior to signing of sponsorship contract will be an exception to this clause
- Feather flag or banner with name or logo on each main gate of the outdoor arena and posted on the grandstand
- Your company’s logo will be displayed in all printed materials and TV advertising. Materials printed 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 advertisements during the months leading up to the rodeo
- A 4x6 flag will be displayed at the rodeo (rider will circle the arena with the sponsor’s flag; this will be done twice each night) and posted on the grandstand
- Sponsor Flag will be in the Wasatch County Parade
- Sponsor will be permitted to set up a display area inside the grounds during the Mountain Valley Stampede
- Wasatch Bucks valued at \$150 for use at Wasatch County Concessions and Food Truck during Fair Days events
- (10) complimentary tickets for the night of choice at the rodeo and/or derby; the option to purchase additional before public sale

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SCREEN SPONSOR

\$10,000 PER EVENT OR
WASATCH COUNTY DEMOLITION DERBY &
MOUNTAIN VALLEY STAMPEDE RODEO FOR \$15,000

- Screen Sponsor will have a 20' banner above the Jumbo Tron
- Company logo on screen at all times, except during replays and presented by sponsor ads
- Announcer advertisement, up to 6 times per night
- 20-second company commercial shown on the Jumbo Tron (provided by company)
- Includes Yearly Event Sponsorship package
- Feather flag or banner on grandstand fence
- Electronic ad placement on all indoor TV monitors at the indoor arena and in the Recreation Center
- 10x10 booth space at all Wasatch County Events
- (10) complimentary tickets for the night of choice at the rodeo and/or derby; the option to purchase additional before public sale

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DRONE PERFORMANCE SPONSOR

\$8,000 (5 AVAILABLE)

PERFORMANCES ON JULY 24TH, 25TH, 26TH, AUGUST 1ST & 2ND

- Company logo shown 2 times per nightly performance with 10 total views
- Announcer advertisement prior to drone show
- Inclusion of the **Yearly Event Sponsorship**
- Feather flag or banner on grandstand fence
- Electronic ad placement on all indoor TV monitors
- 10x10 booth space at all Wasatch County Events
- (10) complimentary tickets for the night of choice at the rodeo and/or derby; the option to purchase additional before public sale

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INSTANT REPLAY SPONSOR

\$5,000 (1 AVAILABLE)

WASATCH COUNTY DEMOLITION DERBY OR MOUNTAIN VALLEY STAMPEDE RODEO

- Sponsor Logo will be on all replays
- Company logo will be listed on Parks and Recreation web site under Wasatch County Demolition Derby and Rodeo events, respectively
- Feather flag or banner on grandstand fence
- (5) tickets to the Mountain Valley Stampede and/or to the Wasatch County Demolition Derby on the night of your choice; the option to purchase additional before public sale
- Sponsor will be recognized in digital derby/rodeo program
- Sponsor will receive first right of refusal for future events

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CHUTE SPONSOR

\$5,500.00; INCLUDES ANNUAL SPONSORSHIP PACKAGE (8 AVAILABLE, PLUS OUT GATES)
MOUNTAIN VALLEY STAMPEDE RODEO, JULY 31-AUGUST 2, 2025

- Banner with name or logo on chute gate 85"x21.5" announced each time the chute gate is opened. Recognized for the full 2 ½ hours of the Rodeo, 3 nights plus any Saturday slack performance
- Your company's logo will be displayed in all printed materials. Material printed prior to signing of sponsorship contract will be an exception to this
- Company logo will be listed on Parks and Recreation 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 booth can be up to 10'x10'
- Feather flag or banner on grandstand fence
- (5) complimentary tickets to the Mountain Valley Stampede and/or to the Wasatch County Demolition Derby on the night of your choice; the option to purchase additional before public sale
- Sponsor will be recognized on Jumbotron
- Sponsor will receive first right of refusal for future events

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EVENT WINNER SPONSOR

\$4,000, PLUS WINNER CASH PRIZES (2 AVAILABLE)

WASATCH COUNTY DEMOLITION DERBY & MOUNTAIN VALLEY STAMPEDE AVAILABLE

- Interview with each event winner: Shown on Jumbotron, approximately 15 seconds per view.
- Sponsor will receive 8 viewings for the duration of the Demolition Derby and 9 viewings per day for the Mountain Valley Stampede on Jumbotron.
- Each event winner will receive \$100 (and 1st place trophy at the Demolition Derby) presented by Sponsor
- (5) tickets to the Mountain Valley Stampede and/or to the Wasatch County Demolition Derby on the night of your choice; the option to purchase additional before public sale

Wasatch County Demolition Derby Events Include:

Powder Puff, 2 Youth Classes (ages 12-15 & 16-17), Local HEROES' Team Heat (up to 8 drivers), Lawn Mower Race, 80's Wire Class, Old Iron Wire (2 heats), and Team Weld (4 drivers), and Singles Limited Weld

Mountain Valley Stampede Events Include:

Bareback, Saddle Bronc, Bull Riding, Steer Wrestling, Tie-Down Roping, Team Roping (x2; Header and Heeler), and Barrel Racing (24 total individuals)

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RODEO EVENT SPONSOR

\$5,500.00; INCLUDES YEARLY SPONSOR PACKAGE (8 AVAILABLE, ANNOUNCED 3 NIGHTS)
MOUNTAIN VALLEY STAMPEDE RODEO, JULY 31-AUGUST 2, 2025

- Company will receive a minimum of two announcements each night for the selected event
- Your company's logo will be displayed in all printed materials. Material printed prior to signing of sponsorship contract will be an exception to this
- Sponsor will be recognized on Jumbotron during selected event as well as on the banner for Rider/Stock name and leaderboard for that event
- Inclusion of the **Yearly Event Sponsorship**
- Company logo will be listed on Parks and Rec web site under Event Complex
- Social Media Advertisement
- Sponsor will be permitted to set up a display area inside the grounds. Size of booth can be up to 12'x12'
- Feather flag or banner on grandstand fence
- (5) complimentary tickets to the Mountain Valley Stampede and/or to the Wasatch County Demolition Derby on the night of your choice; the option to purchase additional before public sale
- Sponsor will receive first right of refusal for future events

Mountain Valley Stampede Events Include:

Bareback, Saddle Bronc, Bull Riding, Steer Wrestling, Tie-Down Roping, Team Roping (x2; Header and Heeler), and Barrel Racing (times three nights)

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DEMOLITION DERBY HEAT SPONSOR

\$4,500.00; INCLUDES YEARLY SPONSOR PACKAGE

WASATCH COUNTY DEMOLITION DERBY, JULY 24-26, 2025

- Sponsor will be recognized on Jumbotron two times during the heat
- Announcer advertisement during the selected heat
- Your company's logo will be displayed in all printed materials. Material printed or made prior to signing of sponsorship contract will be an exception to this
- Company logo will be listed on Parks and Recreation web site under Event Complex
- Social Media Advertisement
- Your company's logo will be displayed in all TV advertising, including WeCrash TV (national demolition derby PPV)
- Sponsor will be permitted to set up a display area inside the grounds. Size of booth can be up to 10'x10'
- Feather flag or banner on grandstand fence
- (5) complimentary tickets to the Mountain Valley Stampede & to the Wasatch County Demolition Derby on the night of your choice; the option to purchase additional before public sale
- Sponsor will receive first right of refusal for future events

Wasatch County Demolition Derby Events Include:

Powder Puff, 2 Youth Classes (ages 12-15 & 16-17), Local HEROES Heat, Lawn Mower Race, 80's Wire Class, Old Iron Wire (2 heats), and Weld Team Heats (8 total, bracket-style) and Singles Weld

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STALL SPONSOR

\$5,000.00 (1 AVAILABLE)

ALL EVENTS REQUIRING USE OF STALL BARN & OUTDOOR STALLS

- 8.5"x11" poster with name or logo on each stall gate (178 indoors, up to 240 outdoors) for each Parks & Recreation coordinated event with stall usage
- Your company's logo will be displayed in all in printed materials. Material printed prior to signing of sponsorship contract will be an exception to this
- 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 booth can be up to 10'x10'
- One 4x8 banner displayed in Stall Barn near the wash bays for one year from contract signing
- (5) complimentary tickets to the Mountain Valley Stampede and/or to the Wasatch County Demolition Derby on the night of your choice; the option to purchase additional before public sale
- Sponsor will be recognized on Jumbotron at each county-sanctioned rodeo event
- Sponsor will receive first right of refusal for future events

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YEARLY EVENT SPONSORSHIP

\$4,000; MULTIPLE AVAILABLE

- Electronic ad shown at each event year-round in indoor arena and inside the rec center
- Jumbotron ad during the Wasatch County Demolition Derby & Mountain Valley Stampede
- Featured Month: Social Media, Webpage advertisement
- Web Page advertisement
- Social media advertisement
- ½ page ad in our electronic programs
- Feather flag or banner on grandstand fence
- 10 x 10 booth space at all events
- (5) tickets to the Mountain Valley Stampede and/or to the Wasatch County Demolition Derby on the night of your choice; the option to purchase additional before public sale

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DIGITAL-ONLY ANNUAL SPONSOR

\$2,500 (MULTIPLE AVAILABLE)

- Electronic ad shown at each event year-round in indoor arena and inside the rec center
- Jumbotron ad during the Wasatch County Demolition Derby & Mountain Valley Stampede
- Web Page advertisement
- Social media advertisement
- ½ page ad in our electronic programs
- 15-second commercial shown on We Crash TV (national Demolition Derby PPV)
- (5) tickets to the Mountain Valley Stampede and/or to the Wasatch County Demolition Derby on the night of your choice; the option to purchase additional before public sale

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SELF-PLACED ADVERTISEMENT

\$3,750 WASATCH COUNTY DEMOLITION DERBY, JULY 24TH-26TH, 2025
\$3,750 MOUNTAIN VALLEY STAMPEDE RODEO, JULY 31-AUGUST 2, 2025 OR
BOTH EVENTS FOR \$6,000 (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 booth can be up to 10'x10'
- Feather flag or banner on grandstand fence
- (5) complimentary tickets to the Mountain Valley Stampede and/or to the Wasatch County Demolition Derby on the night of your choice; the option to purchase additional before public sale
- Sponsor will be recognized on Jumbotron
- Sponsor will receive first right of refusal for future events

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INSIDE CHUTE SPONSOR LOGO

\$1000 FOR 1 OR

\$5000 FOR ALL 8

MOUNTAIN VALLEY STAMPEDE, AUGUST 1-3, 2024

- Logo on inside of chute
- Your company's logo will be displayed in chute or chutes positioned for best camera position: viewed on Jumbotron and television
- Company logo will be listed on Parks and Rec web site under Event Complex
- Sponsor will receive first right of refusal for future events
- The option to purchase demolition derby and rodeo tickets before public sale; maximum of 10 total stadium seats and up to 30 total bleacher seats per night

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POWER WHEELS HEAT SPONSOR

\$1,000 (2 AVAILABLE; THURSDAY NIGHT OR FRIDAY NIGHT)

\$1,750 FOR BOTH NIGHTS*

ADDITIONAL LEVELS AVAILABLE, STARTING AT \$250

- *Logoed bag for all Power Wheels participants with Company Logo (full sponsorship only)
- Company logo will be listed on Parks and Rec web site under Event Complex
- Company may put promotional materials or swag items in the bag
- 3'x6' Banner on the truck/trailer that transports the power wheels into the arena
- Jumbotron ad during the Wasatch County Demolition Derby announcing Company as the Power Wheels Sponsor
- The option to purchase demolition derby and rodeo tickets before public sale; maximum of 10 total stadium seats and up to 30 total bleacher seats per night
- Sponsor will receive the first right of refusal

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FAIR DAYS TALENT SHOW

\$1000

- Adds to prize money for placing participants, purchase of participation awards and assists with the purchase of gifts for the judges
- (2) 2'x4' Banners on the front of the Stage with Company Logo
- Announcement by MC of Company as the Sponsor minimum of (4) times during the talent show
- All advertisements of the Talent Show will list Company as the “presented by” sponsor
- Company will be permitted to set up a display or table near performance area with advertisement materials
- The option to purchase demolition derby and rodeo tickets before public sale; maximum of 10 total stadium seats and up to 30 total bleacher seats per night
- Sponsor will receive the first right of refusal for future events

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MOVIE NIGHT

\$250

- 2'x4' Banner near the main movie screen with Company Logo
- All advertisements of the Movie Night will list Company as the "presented by" sponsor
- Company will be permitted to set up a display or table near movie area with advertisement materials
- The option to purchase demolition derby and rodeo tickets before public sale; maximum of 10 total stadium seats and up to 30 total bleacher seats per night
- Sponsor will receive the first right of refusal for future events

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2025 Fair Days Sponsor Ticket Request Form

Name: _____ Company: _____

Contact Phone: _____ Package Type: _____

Email Address: _____

Sponsors: Please mark which nights you want your tickets for.

You may also purchase extra tickets: Write down how many extras you want for each night.

Demolition Derby:

Thursday, July 24th: \$30 Blue Stadium Seats _____ or \$25 Bleacher Seats _____

Friday, July 25th: \$30 Blue Stadium Seats _____ or \$25 Bleacher Seats _____

Saturday, July 26th: \$30 Blue Stadium Seats _____ or \$25 Bleacher Seats _____

Sponsor Tickets (Please mark the number of FREE tickets):

Thursday Night _____ Friday Night _____ Saturday Night _____

Mountain Valley Stampede Rodeo:

3 Day Pass: Blue Stadium Seats \$65 _____ or \$55 Bleacher Seats _____

Thursday, July 31st: Blue Stadium Seats \$23 _____ or \$18 Bleacher Seats _____

Friday, August 1st: Blue Stadium Seats \$26 _____ or \$21 Bleacher Seats _____

Saturday, August 2nd: Blue Stadium Seats \$26 _____ or \$21 Bleacher Seats _____

Sponsor Tickets (Please mark the number of FREE tickets):

Thursday Night: _____ Friday Night: _____ Saturday Night: _____

Please fill out this form and return no later than May 23rd. If you purchase additional tickets, we will send you an invoice via e-mail. Upon payment of the invoice, the tickets will arrive in your e-mail.

If you have any questions or concerns, feel free to call me at 435-503-5547. You can also e-mail me at jbowman@wasatch.utah.gov.

Thank you,

Jen Bowman

Wasatch County Parks & Recreation