



DRAPER DAYS 2025

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 over a week of unique events attended by 40,000+ visitors. 2025 Draper Days will be held July 11 – 19. 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 2024 STATISTICS

Total Attendance for All Events	44,200
Friday Attendance	11,500
Saturday Attendance	20,600
Total Rodeo Attendance	7,100





DRAPER DAYS 2025

SPONSORSHIP OPPORTUNITIES

SPONSOR LEVEL

SPONSOR BENEFIT

Platinum
\$15,000+

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

Gold
\$10,000

- Premier main event concert viewing/seating location
- + All Silver-level benefits

Silver
\$5,000

- Booth space opportunity at the rodeo
- Six complimentary rodeo tickets
- Banner with Sponsor's logo displayed at the rodeo
- + All Bronze-level benefits

Bronze
\$1,000

- Booth space opportunity at the main event
- Parade entry provided
- Custom banner produced and displayed at main event
- Sponsor's logo on City's event webpage and *Draper Forward* newsletter

A La Carte

- Community Stage — \$750
- Car Show — \$650
- Bingo — \$650
- 5K Race — \$500
- Recreational Sports Tournament — \$500
- Extreme Dogs Stunt Show — \$750
- Car Show — \$650
- All of the above include a banner with Sponsor's logo produced and displayed
- Auto Dealership — \$5,000
- Includes vehicle placements at the main event and rodeo
- Customized Options — Please Contact Us



MEDIA REACH



@drapercityutah
9,100+ followers



@drapercity
6,200+ followers



@drapercity
5,100+ followers



@drapercitygov
24,796 views in
2024



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
22,000+
subscribers



145,000+ views
for Draper Days at
draperutah.gov/
draperdays



SPONSORSHIP OPPORTUNITIES

Platinum Level - \$15K & above

- Sponsor's commercial played on video board at the main event
- Sponsor's ¼ page ad featured in the City's *Draper Forward* newsletter
- VIP parking spaces at the main event and the rodeo
- + All Gold-level benefits

Gold Level - \$10K

- Premier concert viewing and seating location at the main event
- + All Silver-level benefits

Silver Level - \$5K

- Booth space opportunity at the rodeo
- Six complimentary rodeo tickets
- Banner with Sponsor's logo produced & displayed at the rodeo
- + All Bronze-level benefits

Bronze Level - \$1K

- Booth space opportunity at the main event
- Parade entry
- Banner with Sponsor's logo produced & displayed at main event
- Sponsor's logo listed on City's website and *Draper Forward* newsletter

À La Carte

Stand out by becoming a sponsor of one of our exciting, high-visibility À La Carte activities. It's a unique opportunity to showcase your brand and engage directly with the community.

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|-------------------------------------|--------------|-------------------------------|--------------|
| • Extreme Dogs Stunt Show | \$750 | • Community Stage SOLD | \$750 |
| • Bingo SOLD | \$650 | • Disc Golf Tournament | \$500 |
| • 5K Race SOLD | \$500 | • Pie Baking Contest | \$450 |
| • Basketball Tournament SOLD | \$500 | • Car Show SOLD | \$650 |
| • Pickleball Tournament SOLD | \$500 | • Criterium Bike Race | \$500 |
| | | (# 3 available) | |

Sponsorships are subject to availability and Draper City's Sponsorship Policy, located on the reverse side of this form.

**Draper Days 2025
Sponsorship Policy**

Draper City has established a sponsorship policy to determine the eligibility of individuals and entities for event sponsorship associated with Draper Days.

Purpose of Sponsorship: The sponsorship program aims to promote community civility and unity, and to celebrate local culture through Draper Days. Sponsorships should align with the values of inclusivity, creativity, and respect for all community members. Draper City retains the sole discretion to control the placement, content, appearance, and wording of all sponsorship affiliations and messages, ensuring compliance with this policy. Draper City is not obligated to approve any sponsorship proposal and reserves the right to terminate any accepted sponsorship at any time if it determines, in its sole discretion, that the continuation of the sponsorship is not in the best interests of Draper City.

Eligibility Criteria: Sponsorship applications will be evaluated based on the following criteria:

- The applicant’s alignment with the event’s mission of fostering unity, creativity and local commerce in the community.
- The applicant’s representation in a manner that supports local businesses and artists without promoting divisive or inflammatory messages.
- The applicant’s activities must not be primarily focused on political advocacy, religious promotion, or any other divisive ideology.
- Draper City will not accept a sponsorship applications from entities that engage in any of the following activities:
 - The manufacture, distribution, or wholesaling of cigarettes, tobacco products, and vapor products;
 - The manufacture, distribution, or wholesaling of alcohol, unless alcoholic beverages have been expressly authorized for sale and consumption on the premises;
 - The manufacture, distribution, or wholesaling of firearms;
 - The business of the sale or distribution of pornography;
 - The advocacy for or the endorsement of candidates or campaigns related to political elections.

Exclusion of Sponsorship: Sponsorship applications from organizations or individuals that promote divisive ideologies, hate speech, or discrimination against any individual or group will be automatically disqualified. This includes, but is not limited to, groups whose primary mission is politically divisive or promotes exclusionary practices.

Sponsorship messages shall not contain any of the following:

- Advocacy for or endorsement of candidates or campaigns related to political elections;
- Depictions of nudity or semi-nudity, profanity, obscenity, or lewdness, or suggestive characterizations related to sexually oriented products, activities, or materials;
- Promotion of firearms, explosives, or other weapons, or any depiction or suggestion of violence;
- Promotion or depiction of discrimination or hate speech against any individual, group, company, or organization;
- Implication of endorsement by Draper city or its employees;
- Content that is false, misleading, deceptive, or associated with illegal activity;
- Language or descriptive material deemed contrary to community standards.

Content Neutrality: Draper City will evaluate all sponsorship messages on the basis of their content and context, ensuring that decisions are made without regard to the political or religious beliefs of the applicants. Draper City reserves the right to reject any sponsorship proposal that does not align with the event’s core values or that is deemed to undermine community cohesion.

The Sponsor agrees to release, indemnify, defend, and hold harmless the City of Draper, its elected and appointed officials, agents, employees, and volunteers, from all claims, losses, damages, or injuries caused by or resulting from the Sponsor's negligent acts or omissions.

Contact:

Business Name _____	Contact _____
Address _____	Email _____
_____	Phone _____

Signatures:

Draper City _____	Sponsor _____
Date signed _____	Date signed _____

Payment Options:

<u>Walk-in</u> Draper City Hall 1020 E Pioneer RD Mon.-Fri 8 a.m. - 5 p.m.	<u>Mail</u> Payable to Draper City 1020 E Pioneer RD, Draper, UT 84020	<u>Online</u> 
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