



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+	<ul style="list-style-type: none"> • LED video board commercial at main event • 1/4 page ad in City's <i>Draper Forward</i> newsletter • VIP parking spaces at main event and rodeo + <i>All Gold-level benefits</i>
Gold \$10,000	<ul style="list-style-type: none"> • Premier main event concert viewing/seating location + <i>All Silver-level benefits</i>
Silver \$5,000	<ul style="list-style-type: none"> • Booth space opportunity at the rodeo • Six complimentary rodeo tickets • Banner with Sponsor's logo displayed at the rodeo + <i>All Bronze-level benefits</i>
Bronze \$1,000	<ul style="list-style-type: none"> • 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 <i>Draper Forward</i> newsletter
A La Carte	<ul style="list-style-type: none"> • 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

 <p>@drapercityutah 9,100+ followers</p>	 <p>@drapercity 6,200+ followers</p>	 <p>@drapercity 5,100+ followers</p>
 <p>@drapercitygov 24,796 views in 2024</p>	 <p><i>Draper City Talk</i>, the official podcast of Draper City, available on all major platforms</p>	 <p><i>Draper Forward</i>, the City's official newsletter, mailed to 17,000+ homes and businesses</p>
 <p>Notify Draper, the City's text/email alert system with 22,000+ subscribers</p>	 <p>145,000+ views for Draper Days at draperutah.gov/ draperdays</p>	



Draper Days 2025 SPONSOR COMMITMENT

Questions:

Kellie Challburg / Assistant City Manager
kellie.challburg@draperutah.gov
(801) 576-6513

Instructions:

Check all areas of interest

- PLATINUM LEVEL** **\$15,000 & 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** **\$10,000**
 - Premier concert viewing and seating location at the main event
 - + All Silver-level benefits
- SILVER LEVEL** **\$5,000**
 - 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** **\$1,000**
 - 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

Connect with the community by becoming the exclusive sponsor of one of our exciting, high-visibility À La Carte activities. Contact us for availability & details!

- Community Stage **SOLD** **\$750**
- Car Show **SOLD** **\$650**
- Bingo **\$650**
- 5K Race **SOLD** **\$500**
- 3-on-3 Basketball Tournament **SOLD** **\$500**
- Line Dancing **\$650**
- Auto Dealership Vehicle Placement **\$5000**
- Pickleball Tournament **\$500**
- Pie Baking Contest **\$450**

Signatures:

DRAPER CITY _____

Date signed _____

SPONSOR _____

Date signed _____

Contact:

Business Name _____

Contact _____

Phone _____

Email _____

Address _____

Note:

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

Payment Methods:

Walk-in

Draper City Hall
1020 E Pioneer RD
Mon.-Fri 8 a.m. - 5 p.m.

Mail

Payable to Draper City
1020 E Pioneer RD,
Draper, UT 84020

Online



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.