



# **VENTURE OUT!**

## **SPONSORSHIP OPPORTUNITIES 2019**

Utah Venture Outdoors 501(c)3  
[ventureout.org](http://ventureout.org)

P.O. Box 9104  
Millcreek, UT 84109

# ABOUT

Venture Out! Festival Series inspires participants to get outside and embrace Utah's incredible recreational amenities. We provide unique, local experiences that engage, inform, and inspire participants to try new things and get outside. This weekly festival series allows people to seek new adventures, make connections, strengthen communities, expand friendships, and ultimately Venture Out! After all...life's better outdoors.

The 10-week festival series travels around various Millcreek communities. Events occur on Friday nights from June – August. Each event follows a unique outdoor or recreation centered theme. These free events include live music, recreational activities, children's arts & crafts, and a movie under-the-stars. Local food trucks and concessions are available at each event.

## WHY PARTNER?

Annually 20,000 guests participate in the unique, hands-on programming of the Venture Out! traveling festival series. Events are held in various Millcreek neighborhoods, which allows sponsors to reach our audiences often where they live, work and play. This community centered aspect provides an opportunity to build core connections with local "fans" who will carry and promote your message.

Our sponsorship opportunities are a great fit if you:

- already have a strong core of dedicated fans that participate in our events.
- want to reach our niche audience to target efforts at a personal, community level.
- have a limited marketing budget.

### Methods

Direct mail (60,000 residents)

Newsletters

Social media

Video and live streams

Email marketing

Website

Signs and Posters

### Networks

Millcreek City

Community Councils

Granite School District

Salt Lake City School District

Salt Lake County

Various Clubs and Organizations



# SPONSORSHIP OPPORTUNITIES

PLATINUM  
\$6800

GOLD  
\$5300

SILVER  
\$3800

BRONZE  
\$2300

COMMUNITY  
\$1800

## On-site Promotion

	PLATINUM	GOLD	SILVER	BRONZE	COMMUNITY
Category exclusivity	•				
Commercial trailer shown before weekly movie screenings	•				
Opportunity to address the audience prior to screenings	•	•			
Verbal recognition by emcee with announcements	•	•	•		
Promotion opportunities for giveaways or incentives	•	•	•		
Display and prime booth space at shows	•	•	•	•	•

## Advertising (Guide directly mailed to 60,000 Millcreek residents)

	PLATINUM	GOLD	SILVER	BRONZE	COMMUNITY
Full page guide display ad	•	•			
1/2 page guide display ad			•		
1/3 page guide display ad				•	
Promotion in June, July & August Millcreek newsletters	•	•	•		
Logo on sponsorship page of guide	•	•	•	•	•

## Brand Recognition

	PLATINUM	GOLD	SILVER	BRONZE	COMMUNITY
Included in festival series press releases	•				
Featured ad in e-newsletter	•	•			
Social media - video, photos and incentive campaigns	•	•	•		
Logo on weekly e-newsletters	•	•	•		
Signage at hospitality center	•	•	•	•	•
Logo on main stage	•	•	•	•	•
Logo on festival series website with link	•	•	•	•	•

## Brand Recognition

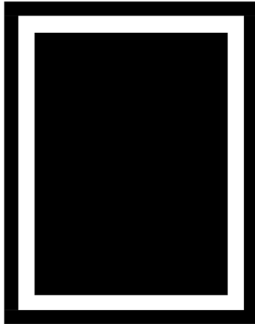
	PLATINUM	GOLD	SILVER	BRONZE	COMMUNITY
Provide event set-up/take-down services	•				
Let your customers, employees or other special guests be VIPs at Venture Out! Work with our special events team to customize a great promotional event for your raving fans.	•	•			

† \* Optional Gdcbgcfj\jd'5XX!Cb. Halloween Festival - A ]`ZYU\_g`' \$\$

# PROGRAM DISPLAY AD OPPORTUNITIES

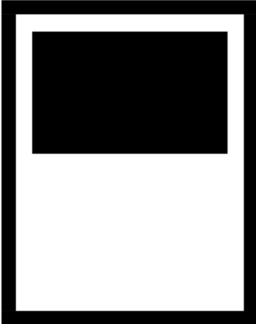
VECTOR IMAGES REQUIRED  
ADS & LOGOS DUE BY **APRIL 1, 2019**  
DISTRIBUTION **60,000**

FULL PAGE DISPLAY AD  
10"X6"



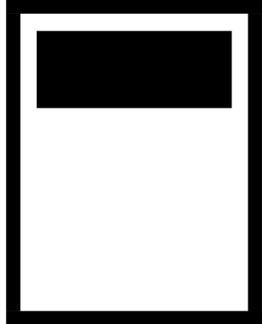
**\$1000**

HALF PAGE DISPLAY AD  
5"X6"



**\$500**

THIRD PAGE DISPLAY AD  
3"X6"



**\$350**

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## A Special Thanks To Past Partners & Sponsors

American Family Insurance  
American United Family of Credit Unions  
At Your Leisure  
Avalon Healthcare Group  
Bare Bones  
Big O Tires  
Cohne Kinghorn  
Core Life Eatery  
Cotopaxi  
Curves  
Dans  
First Utah Bank  
Gold Cross Ambulance  
Graham Orthodontics  
Granite School District  
Gymnastics Training Center  
IHC - Intermountain Health Care  
James Mason Recovery  
Millcreek Arts Council  
**Millcreek City**  
Mountain America Credit Union  
Nate Wade Subaru  
Olympus Hill Merchant Association  
Planet Fitness

Regence Blue Cross Blue Shield of Utah  
Romney Dental  
Salt Lake County  
Shining Light Solar  
Smith's Marketplace  
State Farm Insurance  
St. Mark's Hospital  
Strong & Hanni  
The Real Deal Group  
University Health Care  
University Federal Credit Union  
University of Utah Museum of Natural History  
US Forest Service  
United Fire Authority  
United Police Department  
Wasatch Farmers Market  
Wasatch Lawns Memorial Park and Mortuary  
Wasatch Front Farmers Market  
Wells Fargo  
Zions Bank  
2nd Tracks Sports

# GENERAL INFO

## Utah Venture Outdoors

### **VENTURE OUT!**

P.O. BOX 9104

Millcreek, UT 84109

[ventureout.org](http://ventureout.org)

### **Natalie Clawson**

[Natalie@ventureout.org](mailto:Natalie@ventureout.org) (801)647-7602

Festival Series Planner

### **Karen Akerlow**

[Karen@ventureout.org](mailto:Karen@ventureout.org) (801)554-8087

Festival Series Planner

### **Aimee McConkie**

[Aimee@ventureout.org](mailto:Aimee@ventureout.org) (801)634-8910

Executive Director