

Sponsorship Proposal

2016



Legacy Events Center Farmington, Utah
Bringing Magic Back To Winter!

www.utahwinterfaire.com



If your company is looking for creative and interactive ways to reach new, loyal and active customers we invite you to consider partnering with the 2016 Utah Winter Faire.



By partnering with the Utah Winter Faire you can increase your business exposure within the northern Utah customer base and help this unique holiday event continue to grow.

The cross-marketing opportunities will benefit your business and strengthen your roots in the community and surrounding areas.

We offer many sponsorship opportunities that can be tailored to fit your marketing goals and budget. Get face to face with thousands of new customers!

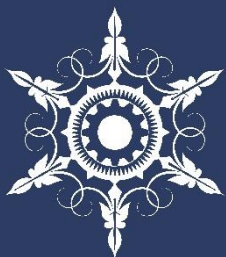
"Utah Winter Faire is my favorite new tradition!"
- 2014 Utah Winter Faire Attendee

"It's unique! It embraces all different kinds of costumes and genres and traditions in a new and different kind of setting"
-2015 Patron

"Thank you for a wonderful weekend at the festival! We enjoyed it and look forward to next year!"
-2015 Utah Winter Faire Attendee



About



The Utah Winter Faire is going into its fourth year. Our goal is to “Bring Magic Back to Winter.” We do this by providing a unique event that merges History, Fantasy and more into the festive holiday season.

In some ways it could be described as an indoor Renaissance Faire. Each year, hundreds of entertainers including dancers, historical fighters, reenactors, musicians and intriguing characters come together to delight the crowds. Themed vendors are also available for that special holiday shopping experience.

So far the Faire has been completely self-funded. However, we are looking to expand our relationships with other businesses to help this event continue to grow in size and vision.



SPONSORSHIP BENEFITS & DETAILS

It is our goal to provide value to sponsors by:

- Providing opportunities for you to market your services to our 3,500+ attendees.
- Providing you with opportunities to become actively involved in a rapidly growing community event.
- Helping to enhance your profile as an active supporter of a worthwhile event that promotes education, community involvement and the arts.

	Royal	Diamond	Platinum	Gold	Silver
Value	\$1,000	\$500	\$250	\$175	\$100
Sponsorships Available	1	2	4	10	Unlimited
Recognition as title sponsor (2016 Utah Winter Faire sponsored by [your company]) in all communications and materials	✓				
Plaque for recognition	✓				
Promotion:					
Website with link	Logo	Logo	Logo	Logo	Name
Social Media postings	✓	✓	✓	✓	
Media promotion and press releases	✓	✓	✓	✓	
Recognition in e-newsletters to Utah Winter Faire participants	✓	✓	✓	✓	✓
Advertisements:					
Advertisement placed in full color gate program	Full Page	1/2 Page	1/4 Page		
Signage at Event	Logo	Logo			
Faire Weekend Benefits:					
Ability to have materials handed out at gate	Unlimited	2 Items	1 Item		
Announcements at Stage and Arena between performances	5 Mentions	3 Mentions	2 Mentions	1 Mention	
Complimentary Tickets to the 2016 Faire	50	20	10	5	2
Entertainer Appearance:					
Santa (or other agreed upon entertainer) will entertain at time and place of your choosing	Up to full day	Up to 4 hours			

Other Sponsorship Opportunities

* Other Ideas

Are you interested in supporting the 2016 Utah Winter Faire in a manner not mentioned in this proposal? Do you have a unique idea of how you can partner your business with the Utah Winter Faire? Sponsorship proposals can be customized to meet your business needs by contacting:

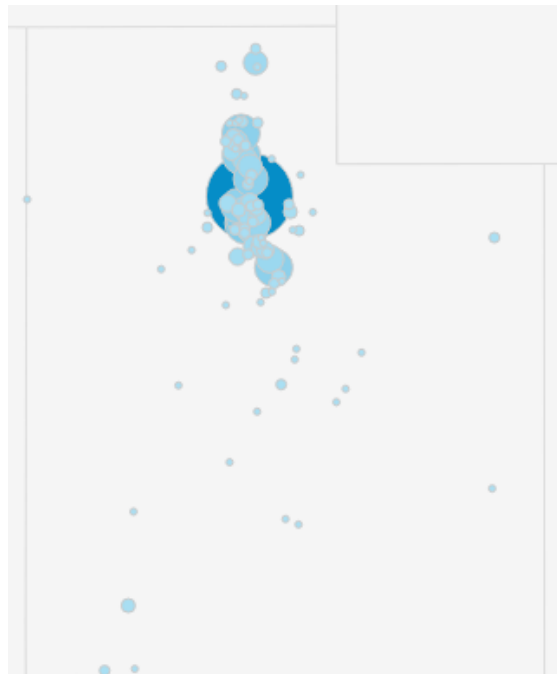
Melia Kelley
Partner – Utah Winter Faire
utahwinterfairinfo@gmail.com

MEDIA REACH

The Utah Winter Faire provides wide exposure through a variety of media outlets and marketing channels. Please use the information below as a basic guide for the types of advertising, public and community relations opportunities afforded by partnering with us.

Note: The data in this section reflects 2015 usage

- Website – www.utahwinterfaire.com
 - 13,319 Page views
 - 10,314 Users
 - 22.9% New Visitor
 - 77.1% Returning Visitor
 - Top geographical locations of website visitors



MEDIA REACH cont.

- Social Media – Facebook
 - [Utah Winter Faire](#): 3,000+ fans
- Online Advertising
 - KSL.com
 - Groupon.com
 - Renfest.com
 - Allaboutrenaissancefares.com
 - Multiple local event sites
- Print
 - Renaissance Magazine
 - Davis County Clipper
- Radio
 - Free ticket giveaways on multiple radio stations in Utah
- Television
 - Featured by multiple news organizations for two years running
- Flyers
 - 10,000 distributed locally and at events throughout the year

Thank You.



The Utah Winter Faire is committed to bringing Magic Back to Winter through a family-friendly event that celebrates education and the arts.



www.utahwinterfaire.com | utahwinterfairinfo@gmail.com