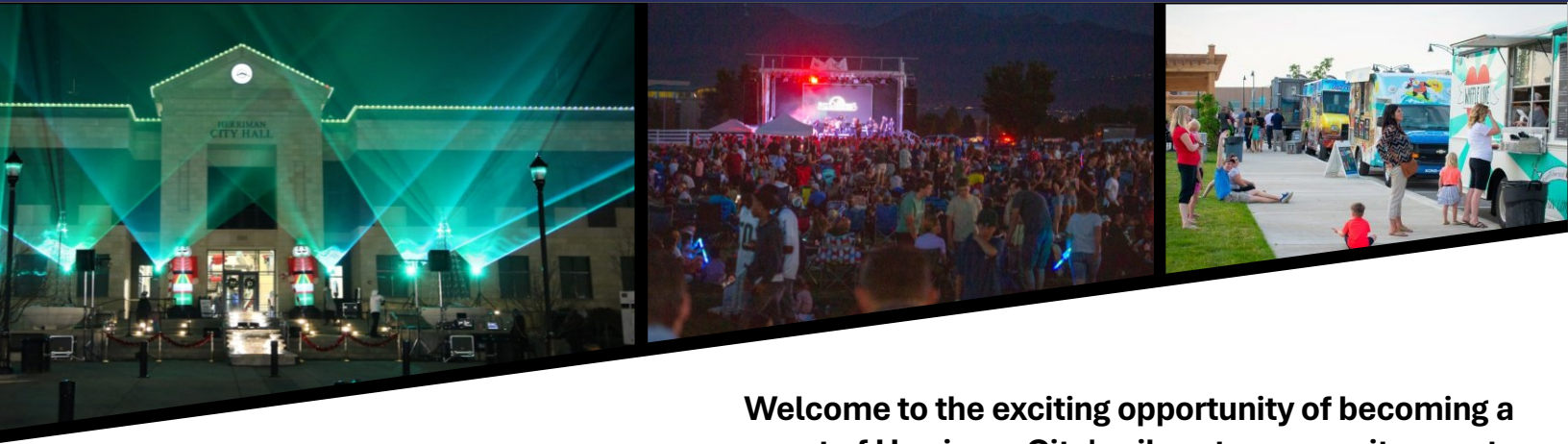


2026

# SPONSORSHIPS



# Be a Sponsor



**Welcome to the exciting opportunity of becoming a part of Herriman City's vibrant community events**

With a significant social media following, extensive reach through our city newsletter, and impressive event attendance, partnering with us means your business becomes an integral part of our city's growth and spirit.

## *High Visibility*

Events are widely promoted through various channels, including a monthly city newsletter distributed to over 14,000 households and a strong social media presence with over 31,000 followers.

## *Extensive Reach*

Sponsorship provides an opportunity to reach a wide and diverse audience, with events like the Herriman Rodeo and Towne Days attracting thousands of attendees.

## *Brand Association*

Aligning with popular, family-friendly city events can positively impact your brand's image and values.

## *Demographic Advantage*

Herriman boasts a rapidly growing population with a median age of 25.5 years, offering access to a dynamic demographic.

## *Engagement*

Sponsoring events allows businesses to engage with the community, enhancing their local presence and reputation. Many sponsorships include booth opportunities and event activations.

## *Networking*

Sponsorship opens doors to connect with other local businesses, community leaders, and potential customers.

## *Packages*

The City offers various levels of sponsorship, allowing businesses to choose a level that best suits their budget and marketing goals

**Join us in supporting city events and become a **VISIBLE** part of Herriman's thriving community!**

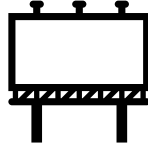
# Reaching Audiences



## CITY ENGAGEMENT



**MONTHLY CITY NEWSLETTER**  
Distributed to over 14,000 households in digital or print form



**CITY BILLBOARD**  
25,000 average daily traffic

**RSL MTN VIEW CORRIDOR BILLBOARDS**  
23,310 average daily traffic



**SOCIAL MEDIA FOLLOWING**  
31,000+ Followers  
Facebook, Instagram, Twitter

**Fort Herriman Towne Days**  
79,084 Impressions in 2025

**Fort Herriman PRCA Rodeo**  
669,659 Impressions in 2025  
13,688 Engagements in 2025

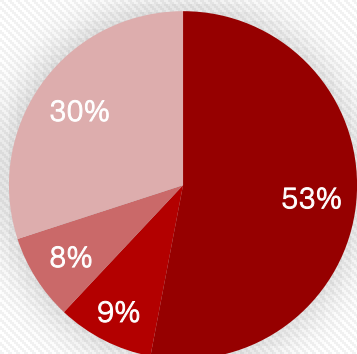
## CITY EVENT ATTENDANCE

Visitors based on prior year – source: Placer AI

DATE	EVENT	VISITORS
May 28-30	PRCA Rodeo	8,000 – 9,000
June 25-27	Towne Days	40,000 – 47,000
July, Aug, Sept	Summer events	2,000 – 3,000 per date
October 5	Herriman Howl	7,800
November 30	Night of Lights	4,000



## RODEO TICKET SALES BY CITY



■ Herriman
 ■ Riverton & Bluffdale  
■ South & West Jordan
 ■ Other UT Cities

## 2022 DEMOGRAPHICS

**Total Population:**

60,000+

**Median Age:**

25.5 years old

**Average Household Size:**

4.25

**Median Household Income:**

\$101,460

**Households with Children:**

65%

**Homes & Rentals:**

14,000+

# City Events Timeline



## ANNUAL EVENTS



### **MAY 28 – 30, 2026 | FORT HERRIMAN PRCA RODEO**

*The Fort Herriman PRCA Rodeo is one of the summer favorites for Herriman residents as we harken back to the olden days and Herriman's wild west past.*



### **JUNE 20, 2026 | YETI RUN & RUCK**

*The annual 5K Run and Ruck event, featuring a dynamic blend of traditional running and rucking challenges, also includes a 1-mile fun run centered around our City mascot 'Yeti' and includes fun features like "snow" in June.*



### **JUNE 24 – 27, 2026 | FORT HERRIMAN TOWNE DAYS**

*Fort Herriman Towne Days spans an entire week and is the largest event in Herriman City, with activities for the whole family including fireworks, carnival, food and music.*



### **JULY – SEPT | SUMMER SUNSET SERIES**

*This vibrant monthly series features live concerts, foam parties, car shows, The Inflatable Costume Dash, food trucks, vendors and more - creating unforgettable summer nights for all ages.*



### **AUGUST 10, 2026 | BACK TO SCHOOL SAFETY NIGHT**

*Families can enjoy food trucks, health vendors, a safety scavenger hunt, helmet giveaways, and interactive activities with police and UFA to kick off the school year.*



### **OCTOBER 5, 2026 | HERRIMAN HOWL**

*The City's Halloween-themed event invites little ghosts, witches, and goblins to show off their costumes and participate in games and activities with local businesses.*

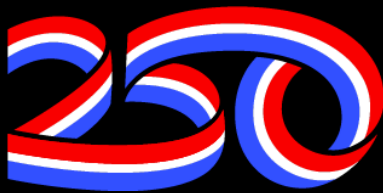


### **NOVEMBER 30, 2026 | NIGHT OF LIGHTS**

*Ring in the season with the annual Night of Lights including Santa and Mrs. Claus, musical performances, games, crafts, ice skating, and more*



THERE'S MORE! Visit our website for a complete list: <https://www.herriman.gov/events>



## WHY 2026 IS SPECIAL

In 2026, Herriman City proudly joins communities across the nation in commemorating America's 250th anniversary. This milestone year honors the people, values, and traditions that have shaped our country — from service and sacrifice to community pride and shared experiences. Select sponsorship opportunities in 2026 offer meaningful ways to support patriotic moments, civic storytelling, and remembrance, without commercial branding on ceremonial elements.

### Memorial Day Celebrations

#### SUPPORTING SPONSORS

*Help honor those who gave their lives in service to our country by supporting Herriman City's Memorial Day Cemetery Ceremony and Breakfast.*

##### Minimum contribution of \$500

- Supporting free breakfast for veterans
- Recognition on event signage
- Optional sponsor-hosted thank-you or remembrance activity

### Art Contest and Showcase

#### SUPPORTING SPONSORS

*Support the City's America 250 Art Contest, celebrating creativity, reflection, and civic pride through youth and community artwork.*

##### Minimum contribution of \$500

- Sponsor acknowledgment on contest materials and website
- Recognition near the lobby art display
- Social media acknowledgment

NOTE: America 250 sponsorships focus on supporting meaningful community experiences. Logos are limited to approved signage and screens and are not incorporated into ceremonial or aerial elements.

### America 250 at Fort Herriman Towne Days

*Support special, meaningful moments woven into key city events at the Fort Herriman Towne Days celebration.*

#### AMERICA 250 CAR SHOW SPONSOR

**Wednesday, June 24 | Towne Days at Crane Park**

Support the America 250 Americana-themed Car Show, celebrating classic cars and community pride.

Recognition: Verbal acknowledgment, logo on event signage, and website inclusion. Investment: \$1,500

#### KIDS CRAFT EXPERIENCE SPONSOR

**Thursday, June 27 | Towne Days at Butterflied Park**

Support a hands-on kid's craft celebrating America 250 through creativity and participation. Recognition: Sponsor name on craft signage, and website inclusion. Investment: \$1,000

#### DRONE SHOW OPENING SPONSOR

**Friday, June 26 | Towne Days at Butterflied Park**

Support the opening of Herriman's "America 250" Drone Show. Recognition: Logo included on screen during band or emcees remarks on America 250, social media, and website inclusion. Investment: \$2,500 (Logo displayed on screen only; no branding within the drone show)

#### AMERICA 250 FIREWORKS CELEBRATION SUPPORTING SPONSOR

**Saturday, June 27 | Towne Days at Butterflied Park**

Support one of Towne Days' most anticipated moments — the America 250 Fireworks Celebration - celebrating music across the decades! Recognition: Logo included on screen during band or emcees remarks on America 250, social media, and website inclusion. Investment: \$3,500



# Sponsor Opportunities



## Fort Herriman Towne Days

### DIAMOND PRESENTING

Introducing an unparalleled opportunity for your brand to shine at our upcoming Fort Herriman Towne Days! You'll take center stage as we ensure your brand becomes the focal point of all Towne Days visuals. Seamlessly integrated into the main graphic on all materials, your company will be prominently featured as the presenting sponsor, amplifying your reach and impact.

\$10,000 | Benefits:

- Integration into the main graphic on all materials, "presented by (your company)". Your brand becomes the focal point of all Towne Days visuals
- Experience the power of social media as your brand is mentioned in all posts and emails, ensuring a digital resonance with our engaged online community of over 30,000 followers
- Dominance in all our advertising channels with your brand's presence in all our advertising materials, including 2 billboards, newsletters, and all event-related promotions
- Banner and signage placement at event
- Video board: logo placement and a 10 sec graphic ad on loop
- Booth and other activations opportunities

### GOLD LEGACY PARTNER – QTY 2

Position your brand prominently as a Gold Legacy Supporting Sponsor, enjoying exposure through event graphics, social media, email campaigns, and more.

\$3,000 | Benefits:

- Logo on most event related graphics
- Logo in all event related social media posts and email campaigns
- Logo in City newsletter - advertising event
- Logo banner placement at event, w/ printing
- Booth and other activation opportunities
- Logo and link on event website
- Large logo displayed on outdoor stage (Thu-Sat)
- Logo inclusion on video board rotation

### SILVER SUPPORTER – QTY 8

This opportunity is designed for impactful visibility and engagement, ensuring your brand connects with the community in meaningful ways.

\$2,000 | Benefits:

- Logo included on some social media posts and advertising
- Logo banner placement at event, w/ printing
- Booth and other activation opportunities
- Logo and link on event website
- Medium logo displayed on outdoor stage (Thu-Sat)
- 8'x8' large logo inclusion on video board rotation at event

### COMMUNITY CHAMPION – QTY 8

\$1,000 | Benefits:

- Logo and link on event website
- Small logo displayed on outdoor stage (Thu-Sat)
- 8'x8' large logo inclusion on video board rotation at event

### ADD-ON ONLY OPTIONS

Video board advertisement – 15 seconds - \$500

Second logo banner placement – 4 days – (3'x5') - \$500

Advertising banner placement – (3.5'x6')

within event area 7 days – \$750

on Butterfield Park Way fence facing road – 7 days - \$750

on rodeo bleachers facing road – May & June - \$2,000

on rodeo bleachers facing road – 6 months - \$4,000

### CUSTOM OPTIONS

We're also seeking sponsors interested in supporting smaller, specific events at Towne Days, including:

- Speed Puzzling
- Bingo
- Family Fun Zone
- Cornhole Tournament



# Sponsor Opportunities



## Yeti 5K Run & Ruck

### OFFICIAL SPONSOR - Exclusive

As the official sponsor for the Herriman Yeti 5K Run and Ruck your support will be pivotal in bringing this exhilarating community event to life, offering participants a unique and memorable experience.

**SOLD**

\$2,000 | Benefits:

- Prominent logo on all event related graphics
- Mention/tagging and logo in social media posts and emails
- Event mentions on music reel at Crane Park
- Logo and link on event website
- Logo on ticket email confirmation and advertisement
- Logo in City newsletter
- Banner placement at event
- Booth and activation opportunities

### SUPPORTING SPONSOR – QTY 6

Contribute to this vibrant outdoor community and encourage participants on their journey to conquer new challenges.

\$800 Benefits:

- Logo in social media posts and emails
- Logo and link on event website
- Logo in City newsletter
- Banner placement at event
- Booth and activation opportunities

### SWAG OR IN-KIND SPONSOR

Join us in making a lasting impression by providing coveted swag or in-kind support for the Herriman Yeti 5K Run and Ruck, enriching the participant experience and showcasing your brand's generosity.

IN-KIND DONATION valued \$500 or more

Benefits:

- Logo and link on event website
- Logo in City newsletter
- Banner placement at event
- Booth and activation opportunities

## Summer Sunset Series: Food, Shopping and Fun

As a Sponsor of the Summer Sunset Series, your brand will be at the heart of Herriman's summer. This vibrant monthly series features live concerts, foam parties, car shows, local vendors, food trucks, and more—creating unforgettable summer nights for all ages.

### EVENT DATES:

July 20, August 10, September 14

### OFFICIAL SPONSORS – QTY 3

\$1,500

- Logo and link on event website
- Logo on advertising to include city hall roadside banner, social media posts and city newsletter
- Logo placement on event appreciation banner
- Sponsor booth placement at event (2 of 4 dates)

### SUPPORTING SPONSOR – QTY 8

\$600

- Logo and link on event website
- Logo placement on event appreciation banner
- Sponsor booth placement at event (1 of 4 dates; informational booths only)

## Back to School Safety Event

Part of the Summer Sunset Series on Monday, August 10

### HELMET HERO SPONSOR – QTY 1

\$2,000 | Benefits:

- All the benefits of the official event sponsorship above
- Exclusive recognition as the "Official Bike Helmet Sponsor" on media
- Branded signage and banner placement at the helmet giveaway areas

### EVENT BOOTH OPPORTUNITY

- Limited to 10 informational booths (10x10 space)
- \$75 booth fee per approved participant
- Booths must provide a free safety item for 500 kids (ex: bike reflectors, LED safety lights, reflective slap bracelets, etc)
- Application required with item description; booths selected based on fit, approval required to participate



# Sponsor Opportunities



## Herriman Howl

### PRESENTING SPONSOR

Embrace the spirit of Halloween as the Presenting Sponsor for Herriman Howl.

\$3,000 | Benefits: **SOLD**

- Integration into the main graphic on all materials, “presented by (your company)”. Your brand becomes the focal point of all Howl visuals
- Your brand is mentioned in all posts and emails
- Brand’s presence in all our advertising materials, including 2 billboards, newsletters, and all event-related promotions
- Banner and signage placement at event

### GOLD SUPPORTING SPONSOR – QTY 3

Shine bright as a Gold Supporting Sponsor for Herriman Howl. Your brand will enjoy prominent placement across a variety of promotional channels and on-site event features, showcasing your support for the community.

\$1,000 | Benefits:

- Logo included in all social media posts and emails
- Logo and link on event website
- Logo in City newsletter advertising event
- Logo in City newsletter
- Banner & logo placement at event
- Opportunity for a booth and event activations to directly engage with attendees

### COMMUNITY SPONSOR – QTY 3

\$500 | Benefits:

- Logo in several social media posts
- Logo and link on event website
- Logo in City newsletter
- Banner placement at event



### BOOTH OPPORTUNITY

Seize the sweet opportunity to be part of Herriman Howl with a Booth Opportunity for just \$100, plus providing candy for 2,500 attendees. This spot is your chance to engage directly with the community, offering treats and smiles, and creating lasting memories at our much-anticipated Halloween celebration.

\$65 + candy for 2,500

Ask for link to register online

### DOG COSTUME CONTEST SPONSOR

Unleash your brand's playful side with this sponsorship that puts your logo at the forefront of our annual Dog Costume Contest. Your brand will have a banner at the event and enjoy interactive booth and activation opportunities.

\$800 | Benefits:

- Logo in social media posts and emails
- Logo and link on event website
- Banner placement at event
- Booth and activation opportunities

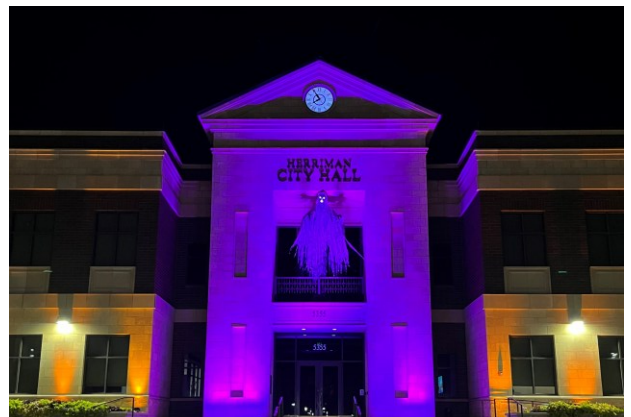


### GREEN SCREEN SPONSOR

As the Green Screen Sponsor, your brand will be magically transported into the heart of Herriman Howl, capturing memories with every photo and bringing interactive fun to our community's spooktacular celebration.

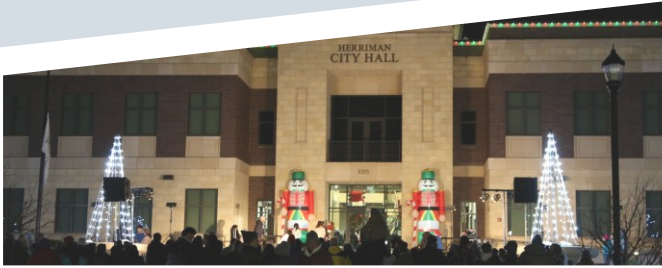
\$1,000 | Benefits:

- Joint logo placement on printed photos
- Booth and activation opportunities





# Sponsor Opportunities



## Night of Lights

### PRESENTING SPONSOR

*Illuminate the community's spirits as the Presenting Sponsor for Herriman's Night of Lights, where your brand will radiantly feature as the beacon of the celebration. Light up the event with your banners and take the opportunity to engage directly with the community through a booth and activations in a night to remember.*

**\$2,500 | Benefits:**

- Integration into the main graphic on all materials, "presented by (your company)". Your brand becomes the focal point of all Night of Light visuals
- Experience the power of social media as your brand is mentioned in all posts and emails, ensuring a digital resonance with our engaged online community
- Dominance in all our advertising channels with your brand's presence in all our advertising materials, including 2 billboards, newsletters, and all event-related promotions
- Banner and signage placement at event

### GOLD SUPPORTING SPONSOR

*Become a key supporter of Herriman's Night of Lights as a Gold Sponsor. Embrace the opportunity to connect with attendees and highlight your commitment to the community.*

**\$1,000 | Benefits:**

- Logo included in all social media posts and emails
- Logo and link on event website
- Logo in City newsletter advertising event
- Banner & logo placement at event
- Opportunity for a booth and event activations to directly engage with attendees

### COMMUNITY SPONSOR

**\$500 | Benefits:**

- Logo in several social media posts
- Logo and link on event website
- Logo in City newsletter
- Banner placement at event

### GINGERBREAD CONTEST SPONSOR

*Whisk your brand into the heart of community tradition by sponsoring Herriman's Annual Gingerbread Contest, where your support will add a dash of sweetness to our local festivities and prizes.*

**\$750 | Benefits:**

- Logo in social media posts and emails regarding the contest
- Logo and link on event website
- Logo on activity welcome signage
- Activation and volunteer opportunities

### CRAFT SPONSOR

*Your sponsorship will weave your brand into the fabric of family traditions, showcasing your commitment to the arts and the joy of making.*

**\$750 or in-kind sponsorship | Benefits:**

- Logo in social media posts and emails regarding the free craft
- Logo and link on event website
- Logo on welcome signage
- Activation and volunteer opportunities

### CHARACTER SPONSOR

*Bring the awe and wonder to the City's Night of Lights as an activity sponsor. We'll host fun meet and greets with family's favorite characters like the Grinch, Elsa, Anna and more!*

**\$500 | Benefits:**

- Logo and link on event website
- Banner placement at event
- Logo on activity welcome sign and event signage
- Business mention on event materials related to character area





# Sponsor Opportunities



## Senior Programming

Herriman City offers a variety of senior programming events that engage our senior community through fun, educational, and social activities. By sponsoring these events, your business can gain visibility, demonstrate community involvement, and connect with our senior residents.

### CURRENT ACTIVITIES:

- ▶ **BINGO** – held twice a year, Bingo brings together seniors for a fun and engaging afternoon.
- ▶ **Educational Classes** – these classes, held twice a year, provide seniors with valuable information and skills
- ▶ **Paint Class** – a creative outlet for seniors to explore their artistic side
- ▶ **Pie Social** – an event combining pie and engaging discussions
- ▶ **Herriman Park Luncheon** – offering a free lunch, yard games and social opportunity for seniors
- ▶ **Senior Social Luncheon** – A long time cherished annual event with live music, lunch and a raffle

### ANNUAL PRESENTING SPONSOR – QTY 1

*Embark on a year-long journey of enrichment and joy by becoming the annual sponsor for Herriman's cherished monthly senior events. Your sponsorship will ensure a calendar brimming with engaging activities and classes.*  
\$3,000

- Prominent logo on all monthly related graphics
- Mention/tagging and logo in social media posts and emails about the senior events
- Prominent logo and link on senior event website for the year
- Logo included on welcome sign at all senior events
- Logo included in newsletter that goes to all Herriman households
- Verbal recognition at each event by Mayor or City Council as the annual presenting sponsor

### EVENT TITLE SPONSOR – QTY 1 per event

*As an event title sponsor, your business will enjoy maximum visibility and recognition as the primary sponsor of a senior event. This premium sponsorship tier offers exclusive branding opportunities across all event-related materials, promotion through our social media and newsletters, and direct engagement with event attendees. Become a cornerstone of our senior programming and showcase your commitment to enriching the lives of our senior residents.*

- ▶ Bingo, Educational Class, Paint Class, Small Socials  
\$400 each, single event  
\$300 each, when you sponsor 3 or more in a year
- ▶ Senior Social Luncheon – November | \$1,250

#### Benefits to include:

- Prominent logo on all event-related materials (varies per event):
  - A-frame advertisements at city hall
  - Flyers posted on community boards
  - Logo included in City newsletter
  - Table tent with logo for catering table
- Mention/tagging and logo in social media posts
- Logo on email blasts about the event
- Logo and link on the senior event website for the year
- Logo included on welcome sign at event
- On-site table opportunity or hand out business flyers
- Verbal recognition at event by Mayor or City Council as the event title sponsor

### SUPPORTING SPONSOR – QTY 4 per event

*Supporting Sponsors play a vital role in enhancing the quality of our senior events on a lower tier.*

- ▶ Bingo, Educational Class, Paint Class, Small Socials | \$200 each – minimum 2
- ▶ Senior Social Luncheon – November | \$500

#### Benefits to include:

- Logo in social media posts about event
- Logo in email blasts about event
- Logo and link on the senior event website for the year
- Verbal recognition at event by Mayor or City Council as supporting sponsor





# Sponsor Opportunities



## Yeti Hunt - January 2026

### OFFICIAL SPONSOR

Embrace the festive spirit with our annual Yeti Hunt, where your brand will lead the adventure in our community's beloved scavenger hunt. Gain verbal recognition on all promotional materials with your logo being the guidepost for all event visuals.

**SOLD**

\$1,250 | Benefits:

- Prominent logo on all event related graphics
- Mention/tagging and logo in social media posts and emails (20+)
- Logo and link on event website
- Dominance in all our advertising channels with your brand's presence in all our advertising materials, including 2 billboards, newsletters, and all event-related promotions
- All participant scavenger hunt materials (14)
- Verbal recognition during the prize drawing

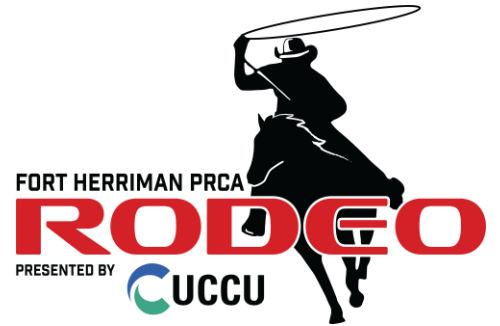
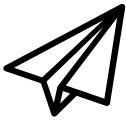
### PRIZE SPONSOR – QTY 7

As a Daily Hunt Prize Sponsor, enhance each day of the Yeti Hunt with a prize that sparks excitement and engagement. When your business donates a prize basket worth \$100 or more, your logo will be included in Yeti Hunt marketing materials associated with the giveaway of your prize basket as well as Yeti Hunt prize drawing ads, and encouragement to visit your business' storefront for extra prize drawings

\$125 or In-Kind Prize valued \$100 or more



# Contact Us



## *Fort Herriman PRCA Rodeo*

For those looking to lasso the excitement of our PRCA Rodeo in 2026, mosey on over to our separate Rodeo Sponsorship Guide. Don't miss out on wranglin' up these golden opportunities!

**THE SPOTLIGHT IS WAITING FOR YOU!  
REACH OUT TODAY TO LEARN MORE ABOUT SPONSORING OUR  
ANNUAL CITY EVENTS AND ENSURE YOUR BRAND IS FRONT  
AND CENTER AT EVERY MEMORABLE MOMENT.**

**Contact Mindy with Herriman City for more information or to participate  
in this year's events!**

Mindy Kleman  
Event Coordinator  
Herriman Parks & Recreation  
mkleman@herriman.gov

