December in Provo is an exciting time for businesses and residents alike. Amidst the busy holiday retail season, Provo City hosts multiple large events for over 15,000 residents of Provo and surrounding cities. Between COUNTDOWN in Provo, the Lights On Ceremony, and the Christmas Market, everyone will find something that piques his or her interest.

For over a decade, Provo has been celebrating the New Year with fireworks, live bands, a ball drop, face painting, entertainers, and other activities. The event has been held in Provo Town Centre Mall since 2007 and attracts a crowd of over 10,000 people annually. Event attendees pay a small entrance fee for access to dozens of entertainers, interactive activities, hands-on demonstrations, games, photo ops, and the firework show. This year, particular highlight entertainment includes top bands from across Utah who are gaining notoriety nationally including The Strike, Desert Noises, Midas Whale, Parlor Hawk, and The National Parks. New additions to the event include a Hot Air Balloon Glow (with multiple balloons lighting up to music before each firework show) and a professional athlete competition on our onsite snowboard rail jam and ramp.

Each December Santa Claus and the Provo Mayor gather with residents to welcome Christmas by lighting the Center Street Christmas lights. This year the event will be expanded into an outdoor Christmas Market with dozens of vendors gathering to share holiday food and crafts. This event has been attended by 3,000 people in the past and has potential grow as it stretches over two days (December 6 & 7).

This is a prime opportunity for businesses to reach out to the community and support both the city and valley as a whole. The event and select sponsors* will be marketed through free mailers sent to all Provo City residents and fliers delivered to all families in Provo with elementary school-age children. Additional marketing will include various online platforms (e.g., Facebook, Twitter, Blogger, Instagram, etc.), valley-wide events sites, street banners, posters, in newspapers, and on the radio and TV.

With a backbone subsidy from Provo City, sponsors can be assured they will share the weight of this wide scope event series. Sponsors are invited to help support this event in an effort to accommodate the ever-growing event attendance at Provo City events. All sponsorships will go directly into the event fund to cover the costs of supplies, entertainment, fireworks, etc.

*See following pages for sponsorship agreements.
$10,000 Event Title Sponsor

COUNTDOWN in Provo/The Christmas Market would be advertised and promoted in direct association with the sponsor’s name. The sponsor’s logo and identification would be included in all advertising, including but not limited to:

- All posters, flyers, newspaper, social media, TV ads, and brochures
- Distribution with a city mailer (either the utility mailer or Activity Guide) sent to thousands of local Provo businesses and residents
- Inclusion on the Parks & Recreation website
- Visibility in the master of ceremonies announcements on all stages (6) throughout each event
- Opportunity to provide banners both at and prior to the events [up to 4 banners]
- A link between the Special Events website and the partner’s website
- The sponsor may set up a booth at each event [vendor fee waived]
- Other advertising options as suggested by the sponsor will be considered
- Recognition during fireworks shows and other outdoor entertainment
- Logo inclusion on fliers distributed to over 10,000 school children
- Logo inclusion on maps and posters distributed at the event

Title Sponsors may elect to be the title sponsor for one of the following events (ex. COUNTDOWN in Provo with [insert business name]):
- COUNTDOWN in Provo
- Lights On Ceremony & Christmas Market

$7,500 Event General Sponsor

COUNTDOWN in Provo/The Christmas Market would be advertised and promoted in direct association with the sponsor’s name. The organization’s logo and identification, with the title sponsor, would be included in all advertising, including but not limited to:

- All posters, flyers, newspaper, social media, TV ads
- Inclusion on the Parks & Recreation website
- Visibility in the master of ceremonies announcements on the multiple stages (2-3) throughout each event
- Opportunity to provide banners both at and prior to the events [up to 2 banners]
- A link between the Special Events website and the partner’s website
- The partner may set up a booth at each event [vendor fee waived]
- Recognition during fireworks shows and other outdoor entertainment
- Logo inclusion on maps and posters distributed at the events
- Partner name inclusion for a portion of the event as selected from the list below.

Partner Sponsors may elect to sponsor one of the following events (ex. [insert business name]’s Snowboard Rail Jam OR [insert business name here] Stage):
- Ski & Snowboard Rail Jam
- Hot Air Balloon “Glow”
- Fireworks & Ball Drop
- Live Band Stage (The National Parks, UVU’s Voice Line, Desert Noises, The Strike & Parlor Hawk)
- Center Ring (UVU’s Green Man Group, Irish Dancers, Pro Jump Ropers, Break Dance, Island Dance)
- Kid’s Stage (Magician, Animal Shows, Comedian)
- Entertainment Stage (Comedian, Comedy Sportz, Hypnotist)
$5,000 Event Partner

The sponsor’s logo and identification would be included in all advertising, including but not limited to:
- All posters, flyers, newspaper, social media, TV ads, and street banners
- Inclusion on the Parks & Recreation and Special Events websites
- Visibility in the master of ceremonies announcements on multiple stages throughout the event
- Opportunity to provide a banner both at and prior to the events
- The sponsor may set up an informational booth at each event
- Recognition during the fireworks shows and other outdoor entertainment
- Recognition on maps and posters at the event

$3,000 Event Presenter

This is an opportunity to support COUNTDOWN in Provo. Advertising will include, but not limited to:
- Inclusion on the Special Events website
- Visibility in the master of ceremonies announcements on the main stage throughout the event
- Opportunity to provide a banner both at and prior to the event
- Recognition during fireworks shows and other outdoor entertainment
- Logo Inclusion on maps at the event

$1,000 Event Supporter

This is an opportunity to support COUNTDOWN in Provo Advertising will include, but not limited to:
- Inclusion on the Special Events website
- Visibility in the master of ceremonies announcements on the main stage throughout the event
- Opportunity to provide banners both at and prior to the event
- Recognition during fireworks show
- Recognition on maps at the event

$500 Event Contributor

This is an opportunity to support COUNTDOWN in Provo Advertising will include, but not limited to:
- Inclusion on the Special Events website
- Visibility in the master of ceremonies announcements on the main stage throughout the event
- Opportunity to provide a banner at the event
- Recognition on maps at the event

In Kind Winter Event Donations

We welcome contributions of prizes, volunteer support, event supplies, or other in-kind donations in addition to other levels of sponsorship. In kind donations will be recognized through main stage announcements and print at the event. Organizations wishing to offer a sponsorship at a level lower than the contributor (less than $500) are encouraged to do so and a special agreement will be drafted to meet the partnership needs.

Please contact Eric Layland with any questions:

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