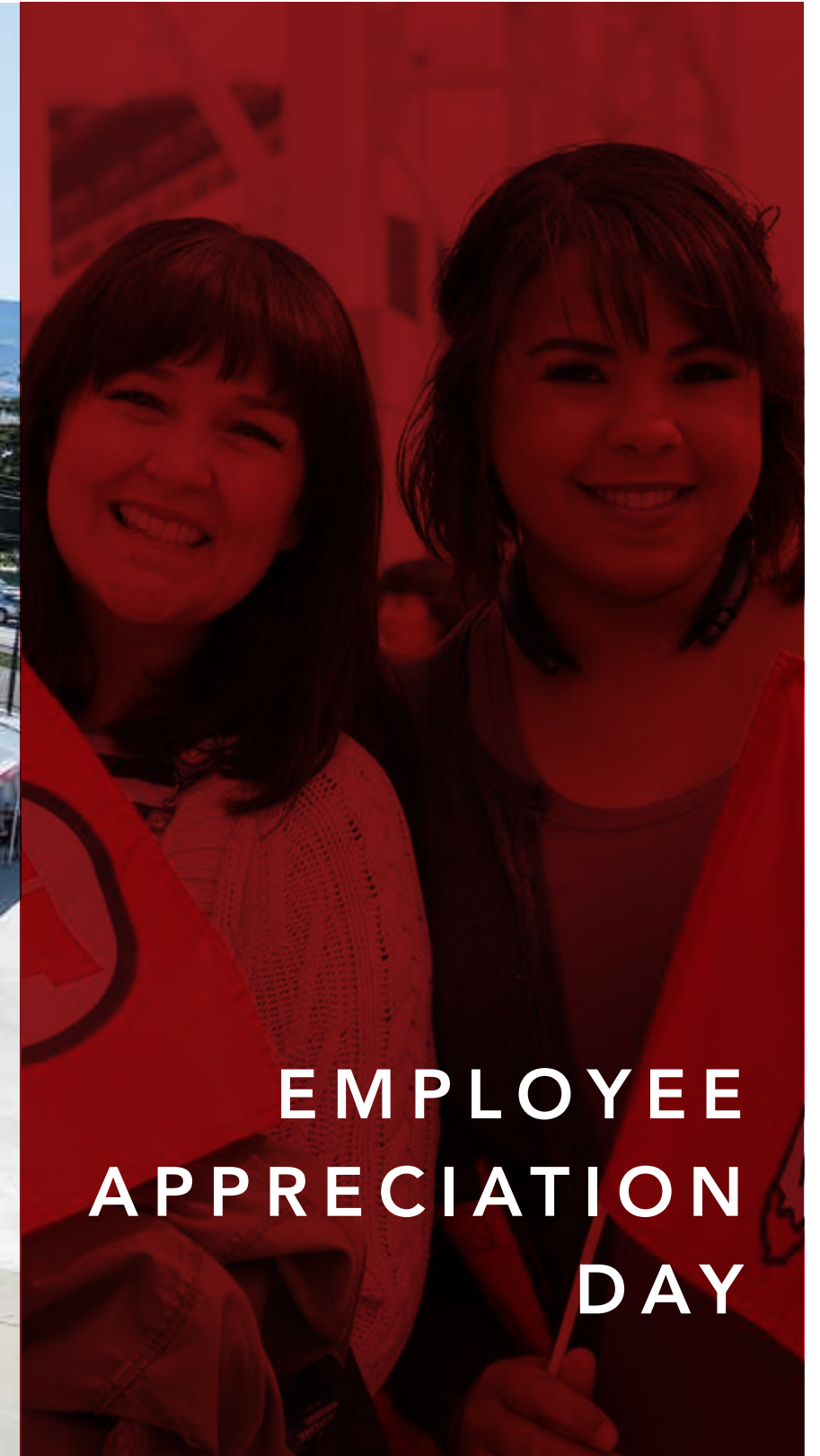




THE
UNIVERSITY
OF UTAH

CAMPUS PARTNERSHIPS



EMPLOYEE
APPRECIATION
DAY

WWW.AFFINITY.UTAH.EDU

ABOUT EMPLOYEE APPRECIATION DAY

Created in 2004, Employee Appreciation Day (EAD) is co-sponsored by the Division of Human Resources and the U of U Staff Council (UUSC). The goal of EAD is to celebrate our faculty and staff by providing a fun-filled event.

EAD has returned to an in-person one-day event after going virtual in 2020. While some virtual options will still be available, we are excited to get back together in person at the newly renovated Rice-Eccles Stadium!

SEPTEMBER 28TH, 2023

RICE-ECCLES STADIUM

3,000 - 5,000

IN PERSON ATTENDANCE

FOOD, GAMES, CONTESTS, & MORE

YOUR REACH

UNIVERSITY EMPLOYEES

The University of Utah is the second largest employer in the state boasting 29,975 employees and growing. Employees range from professors and doctors to those who keep the lights on day-to-day on campus.

Our campus footprint spans the Salt Lake Valley and into Nevada, Wyoming, and Idaho with our health clinics.

EMPLOYEE COUNT

29,975

EMAIL OPENS

150,000+

MEDIA REACH:



9,129



7,225



35,000



PRESENTING PARTNER EXCLUSIVE OPPORTUNITY

PRESENTING PARTNER | \$15,000

COMPANY LOGO ON EVENT SIGNAGE & COMMUNICATIONS

VERBAL RECOGNITION DURING EVENT

CUSTOM SIZED ON-SITE ACTIVATION SPACE

DEDICATED EMAIL TO ALL EMPLOYEES PRE AND POST EVENT

DEDICATED PARTNERSHIP ANNOUNCEMENT EMAIL



REACH
29,975
EMPLOYEES

150,000+
EMAIL
OPENS



3,000 - 5,000
IN-PERSON
INTERACTIONS



GOLD PARTNER
THREE AVAILABLE

GOLD PARTNER | \$7,500

COMPANY LOGO ON EVENT SIGNAGE & COMMUNICATIONS
DEDICATED PARTNERSHIP ANNOUNCEMENT EMAIL
VERBAL RECOGNITION DURING EVENT
CUSTOM SIZED ON-SITE ACTIVATION SPACE

—— CHOOSE ONE ——

EXCLUSIVE FOOD SPONSOR
EXCLUSIVE DESSERT SPONSOR
PUTTING WITH POLICE GAME

**FOOD,
GAMES,
& CONTESTS**





SILVER PARTNER
FIVE AVAILABLE

SILVER PARTNER | \$5,000

COMPANY LOGO ON EVENT SIGNAGE & COMMUNICATIONS
PREMIUM ACTIVATION SPACE

———— CHOOSE ONE SPONSORSHIP ————

- FIELD ACTIVITIES (FIELD GOAL KICK, INFLATABLES, GAMES, ETC.)
- CONCOURSE ACTIVITIES (AIRBRUSH TATOOS, MAGICIAN, ETC.)
- VIRTUAL BINGO
- VACCINATION STATION
- INFORMATION BOOTH





TABLE OPPORTUNITIES

PREMIUM TABLE | \$1,500

COMPANY NAME ON EVENT COMMUNICATIONS
PREMIUM ACTIVATION SPACE (10X10 BOOTH NEAR ENTRANCE OR OTHER ACTIVITY)

BASIC TABLE | \$1,000

COMPANY NAME ON EVENT COMMUNICATIONS
BASIC ACTIVATION SPACE (6 FT TABLE WITH TWO CHAIRS)



	PRESENTING PARTNER \$15,000	GOLD PARTNER \$7,500	SILVER PARTNER \$5,000	PREMIUM BOOTH \$1,500	BASIC BOOTH \$1,000
OPPORTUNITIES AVAILABLE	1	3	5	20	UNLIMITED
ACTIVATION SPACE	CUSTOM	CUSTOM	PREMIUM / 10X10	PREMIUM / 10X10	6 FT TABLE
EVENT SIGNAGE & COMMUNICATIONS	LOGO	LOGO	LOGO	NAME	NAME
VERBAL RECOGNITION DURING EVENT	X	X	X		
ACTIVITY SPONSORSHIP	RECOGNITION AT ALL ACTIVITIES	ONE PREMIUM ACTIVITY	ONE ACTIVITY		
SPONSORSHIP ANNOUNCEMENT EMAIL	X	X			
DEDICATED EMAIL PRE & POST EVENT	X				

LET'S GET STARTED

We are as invested in your Campus Partnership as you are and we have built our team to prove that. With a Campus Partnership you can expect world class service and our team diligently working to ensure you realize the full value of your investment.

We're ready to start building a partnership. Contact us today to get started!



JORDAN SCHMITZ

**SPONSORSHIP & ADVERTISING
SALES MANAGER**



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