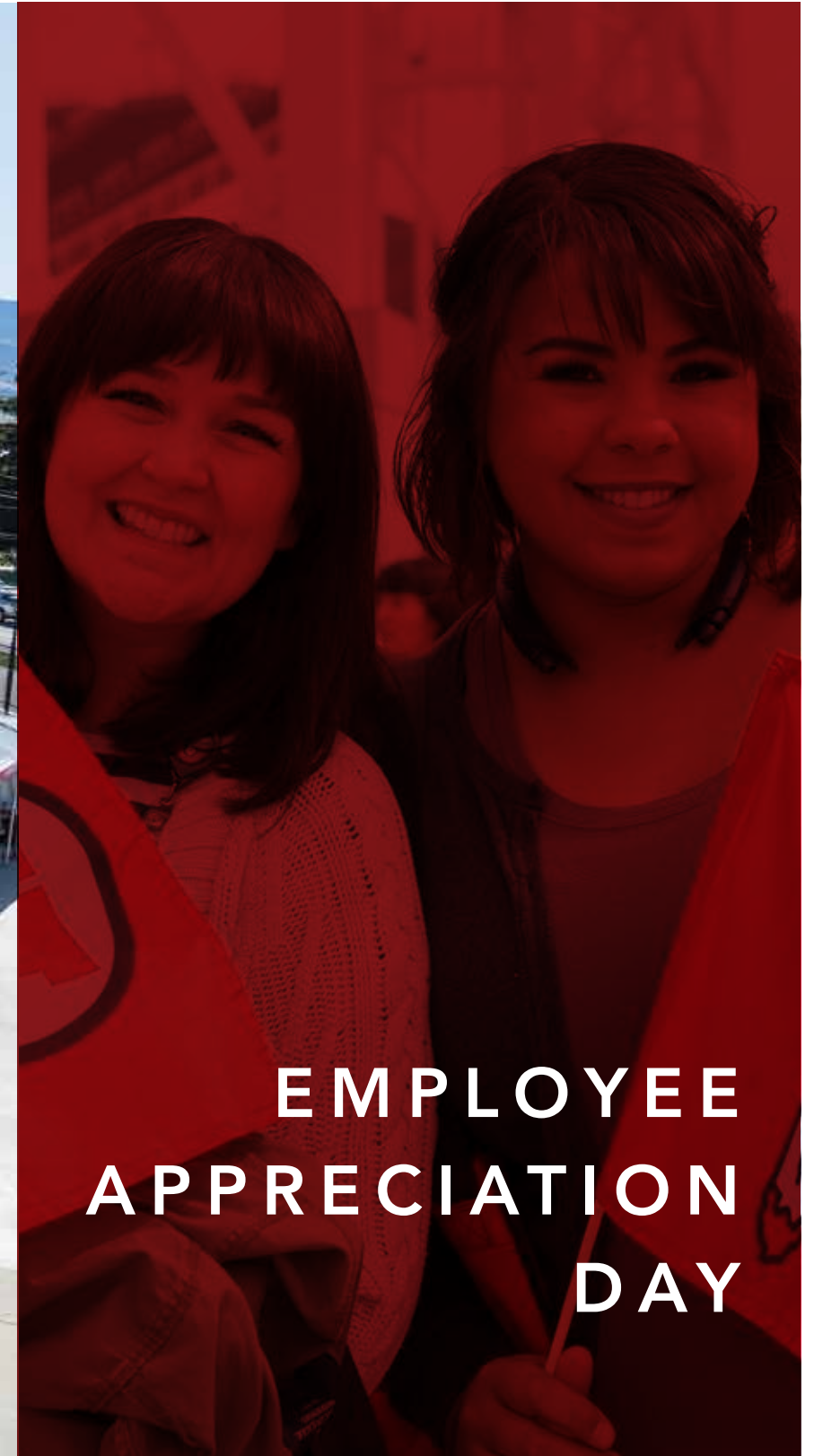




THE
UNIVERSITY
OF UTAH

CAMPUS PARTNERSHIPS



EMPLOYEE
APPRECIATION
DAY

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 is an in-person one-day event held at beautiful Rice-Eccles Stadium with dozens of opportunities to University employees to be celebrated and relax a little.

SEPTEMBER 19TH, 2024

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 | \$15,000 | SOLD

- COMPANY LOGO ON EVENT SIGNAGE & COMMUNICATIONS
- VERBAL RECOGNITION DURING EVENT
- CUSTOM SIZED ON-SITE ACTIVATION SPACE
- RECOGNITION IN EMAIL COMMUNICATION



**REACH
29,975
EMPLOYEES**



**3,000 - 5,000
IN-PERSON
INTERACTIONS**



GOLD PARTNER
TWO AVAILABLE

GOLD PARTNER | \$7,500

- COMPANY LOGO ON EVENT SIGNAGE & COMMUNICATIONS
- RECOGNITION IN EMAIL COMMUNICATION
- VERBAL RECOGNITION DURING EVENT
- CUSTOM SIZED ON-SITE ACTIVATION SPACE

———— CHOOSE ONE ————

- EXCLUSIVE FOOD SPONSOR
- EXCLUSIVE DESSERT SPONSOR





SILVER PARTNER
FIVE AVAILABLE

SILVER PARTNER | \$5,000

COMPANY LOGO ON EVENT SIGNAGE & COMMUNICATIONS
PREMIUM ACTIVATION SPACE

———— CHOOSE ONE ————

- 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

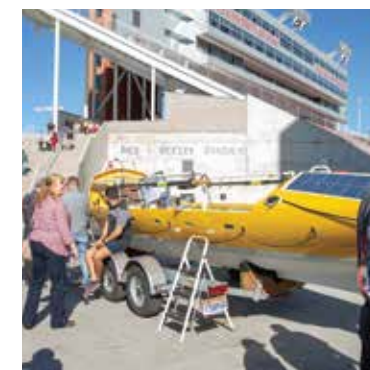
COMPANY NAME ON EVENT COMMUNICATIONS

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		
EMAIL COMMUNICATION INCLUSION	X	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**



jordan.schmitz@utah.edu



(701) 770-8205

NEED PRINTING?

This year, make EAD sponsorship easier by ordering whatever you need through University Print & Mail Services. They are dedicated to helping with any of your printing needs – fliers, hand outs, banners, branded items, you name it.

If you're interested, speak to your advertising sales manager and they will help coordinate everything to ensure you have what you need on the day of the event.



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WWW.AFFINITY.UTAH.EDU