



CAMPUS PARTNERSHIPS

EMPLOYEE APPRECIATION DAY

SEPTEMBER 25, 2025 WWW.AFFINITY.UTAH.EDU



About Employee Appreciation Day

Established in 2004, Employee Appreciation Day (EAD) is a collaborative effort between the Division of Human Resources and the U of U Staff Council (UUSC). Its goal is to celebrate our faculty and staff with a fun-filled, in-person event every year.

EAD is held at beautiful Rice-Eccles Stadium, with dozens of opportunities for University employees to relax, play games, eat food, and connect with one another.

THURSDAY, SEPT. 25, 2025
@ RICE-ECCLES STADIUM



3K-5K

IN-PERSON ATTENDANCE

**FOOD, GAMES,
CONTESTS, & MORE**

Your Reach: University Employees

As the state's second-largest employer, the University of Utah proudly supports a workforce of 36,626* individuals and continues to expand. Our employees encompass a diverse range, from professors and doctors to the essential staff who keep our lights on day-to-day across campus.

Our campus footprint spans the Salt Lake Valley, and University of Utah Health reaches into Nevada, Wyoming, and Idaho.

*<https://data.utah.edu/wp-content/uploads/sites/61/2024/12/Factbook2023-Final-34.pdf>



EMPLOYEE COUNT

36,626



EMAIL OPENS

150,000+



MEDIA
REACH

9,129



7,225



35K

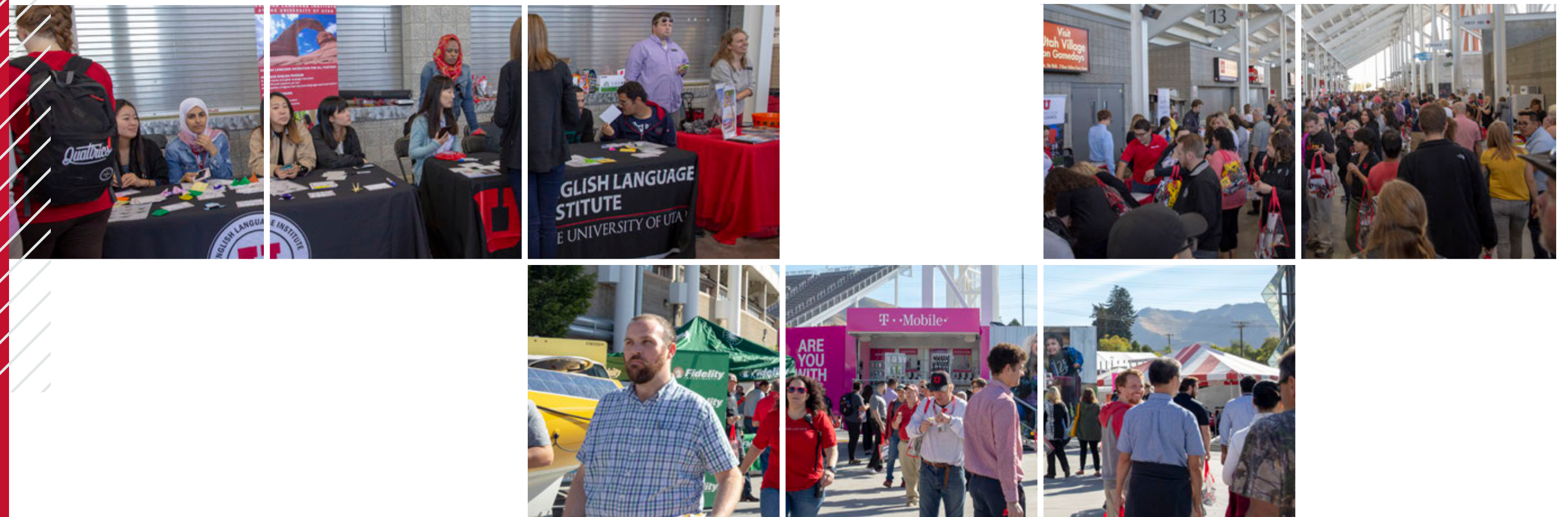
PRESENTING PARTNER | \$15,000

COMPANY LOGO ON EVENT SIGNAGE & COMMUNICATIONS

RECOGNITION IN EMAIL COMMUNICATION

VERBAL RECOGNITION DURING EVENT

CUSTOM SIZED ON-SITE ACTIVATION SPACE



GOLD PARTNER | \$7,500

COMPANY LOGO ON EVENT SIGNAGE & COMMUNICATIONS

RECOGNITION IN EMAIL COMMUNICATION

VERBAL RECOGNITION DURING EVENT

CUSTOM SIZED ON-SITE ACTIVATION SPACE

1. EXCLUSIVE FOOD SPONSOR
2. EXCLUSIVE DESSERT SPONSOR



SILVER PARTNER | \$5,000

COMPANY LOGO ON EVENT SIGNAGE & COMMUNICATIONS

PREMIUM ACTIVATION SPACE

1. FIELD ACTIVITIES
(FIELD GOAL KICK, INFLATABLES, GAMES, ETC.)
2. CONCOURSE ACTIVITIES
(AIRBRUSH TATTOOS, MAGICIAN, ETC.)
3. VIRTUAL BINGO
4. VACCINATION STATION
5. INFORMATION BOOTH





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 *(6FT 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! Our team will work diligently 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—flyers, hand outs, banners, stickers, branded items, apparel, 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.



THE
UNIVERSITY
OF UTAH

CAMPUS PARTNERSHIPS

WWW.AFFINITY.UTAH.EDU