

# THE STAMPEDE!

Antelope Island

Labor Day Weekend - September 3 - 5, 2010

antelopeballoons.com

## WANTED

The Antelope Island Stampede takes a big step forward!

*Put your ad dollars where your customers are!*

### WHAT'S NEW IN 2010?

#### WE HAVE A NEW NAME

The Antelope Island Balloon and Kite Stampede takes a big step forward in 2010 - becoming simply, **The Stampede!** With over 21,000 attendees in 2009, the Stampede has grown and evolved into the premier regional event. Professional balloonists and kites, local entertainment, outstanding food, island mystique, and the addition of professional bands **EVE6** and **Sawyer Brown**, all combine to bring first class entertainment to Davis County with the event expected to attract over 35,000 people.

#### ONE OF A KIND: THE STAMPEDE

This unique "Stampede" - as opposed to calling it a balloon and kite festival - reflects the excitement of the event, capitalizing on its unique location, and the myriad of activities during its two-and-a-half days. Antelope Island State Park with nearly 800 head of bison and all-natural surroundings, provides the perfect setting for this unique "end of summer" event. Your support brings lasting memories for thousands, and important impressions to millions. There are many benefits from your participation in this unique event!



*Sawyer Brown - performs Saturday Night*



*EVE6 - takes the stage on Friday night*



*Look inside to find all the reasons why it makes sense to become a sponsor of the 2010 Stampede!*



# Sponsorship Value



The sky's the limit for advertising during the Stampede



Local talent rocks

## BE A PART OF STAMPEDE SUCCESS

Sponsorship opportunities abound during the Antelope Island Stampede. The event, in its fifth year, has strong support from Antelope Island, Utah State Parks, the Davis Area Convention and Visitors Bureau, and Davis County - ensuring its continued growth. The fact that the Stampede is five years old speaks to the staying power of the event and the commitment of the volunteer non-profit committee members. The Antelope Island Stampede is a product of local Davis County residents. Crowds, professional participants and island attendance have all grown each year, and exponential growth is expected this year with the partnership of a national concert promoter who has signed the bands **EVE6** and **Sawyer Brown** to appear in concert.

## Sponsors enjoy many benefits and touch points, including but not limited to:

### 1. Mention in local and regional ads

In addition to the million-plus imprints through print media, over 70 independent mentions of the event were made through different news organizations including all four local television station newscasts.

### 2. Advertising outside of the area

The Stampede buys regional advertising outside of the Wasatch Front, ensuring the event hits a large regional audience.

### 3. Display space on the web site

Major sponsors are advertised on the website [www.antelopeballoons.com](http://www.antelopeballoons.com)

### 4. Prominence in the Balloons to Schools, and now the Kites to Schools program

Sponsors are highlighted in the Balloons-to-Schools program, which last year reached 15 Davis County schools and over 8000 students. The addition of Kites-to-Schools in 2010 means kites will take the allure and excitement of flight to even more schools.

### 5. Exposure in the most environmentally friendly mass gathering in the Top of Utah

Sponsors will find themselves surrounded by earth friendly activities, exemplifying their concern for our environment.



## Opt in at any one of several levels

### Silver (\$1,000)

- Sponsor name included on all event marketing material to reflect level
- Sponsor name listed on our website
- One-eighth (1/8) page (black & white) advertising in program guide
- Two (2) tickets to a concert of your choice
- One (1) vehicle admission pass for each day of the Stampede (Fri - Sun)
- Two (2) admission passes to Thursday's dinner social and access to VIP tent
- Four (4) commemorative event pins

### Gold (\$3,000)

- Sponsor logo included on all event marketing material to reflect level
- Logo featured on our website
- One-fourth (1/4) page (black & white) advertising in program guide
- Promotional mentions at Stampede events
- Four (4) tickets to a concert of your choice
- Two (2) vehicle admission passes for each day of the Stampede (Fri - Sun)
- Two (2) admission passes to Thursday's dinner social and access to VIP tent
- Five (5) commemorative event pins

### Platinum (\$5,000)

- Sponsor logo included on all event marketing material to reflect level
- Premiere logo advertising position on our website
- One-fourth (1/4) page (color) advertising in program guide
- Promotional mentions at Stampede events
- Radio and television tags (schedule TBD)
- Sponsor flag with logo provided at event
- Balloon ride for 2 people (Friday morning, weather permitting)
- Six (6) tickets to concert of your choice

- Three (3) vehicle admission passes for each day of Stampede (Fri - Sun)
- Two (2) admission passes to Thursday's dinner social and access to VIP tent
- Seven (7) commemorative event pins

### Presenting (\$10,000)

- Sponsor logo included on all event marketing material to reflect level
- Premiere logo advertising position on our website
- One-half (1/2) page (color) advertising in program guide
- Promotional mentions at Stampede events
- Radio and television tags (schedule TBD)
- Sponsor banner flown on balloon envelope daily (weather permitting)
- Balloon rides for 4 people (Friday morning, weather permitting)
- Sponsor flag with logo provided at event
- Ten (10) tickets to concert of your choice
- Four (4) vehicle admission passes for each day of the Stampede (Fri - Sun)
- Four (4) admission passes to Thursday's dinner social and VIP tent
- Fifteen (15) commemorative event pins

### Title Sponsor (\$20,000)

A customized premier package will be created for Title Sponsors. We recognize the level of commitment, and pledge to acknowledge that investment through a program created to give your company maximum exposure and return.



Professionally flown kites add a fun dynamic to the Stampede

*In addition to the sponsorship packages outlined, custom sponsorships can be created to showcase your level of giving and maximize your exposure.*



By the numbers. Here's what we did in

# 2009

- 21,000 unique visitors were attracted to events on the island
- 95% of attendees said Labor Day weekend was the right time and one for which 58% said they would return
- 1160/102.7: KSL Radio promotion and live on-site broadcast
- 60,000 promotional pieces distributed to school-age children
- Over 1,000,000 impressions through local and regional newspapers
- 6 local bands provided entertainment
- 26 quality vendors



# ANTELOPE ISLAND STAMPEDE



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## It's a Stampede of Fun!



### *The goals of the Stampede are to:*

- *Provide economic development to Davis County*
- *Increase awareness of Utah State Parks, specifically Antelope Island State Park*
- *Provide an educational opportunity for Davis County schools*
- *Become a jewel in the crown of Davis County*
- *Return a fair ROI to partners and sponsors*

FOR MORE INFORMATION,  
PLEASE CONTACT:  
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STAMPEDE COMMITTEE  
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Layton, UT. 84041 (801)774-8200  
[www.antelopeballoons.com](http://www.antelopeballoons.com)

For more information about sponsorship opportunities, please contact one of the following **Committee Members**:

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**Mark Livingston**  
Vendor Chair  
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*There's never been as great an opportunity to advertise to tens of thousands of consumers, as you'll get during the Antelope Island Stampede over Labor Day weekend!*

