

2022 Sponsor Brochure

See how ShopFest Utah can help
you contribute to your community
and gain positive exposure for
your brand.





Dear Community Partner,

Eagle Mountain City and the Eagle Mountain Chamber of Commerce are excited to announce that the very popular annual ShopFest Utah event will take place this year on September 10th at Cory Wride Memorial Park in Eagle Mountain City, UT. We are providing you this brochure to share with you the opportunities available to participate for the benefit of your business.

What is ShopFest Utah?

At its core, ShopFest Utah is a small business street fair, bringing together over 250 small businesses for a one-day ultimate shopping event that attracts several thousand visitors every year. Business owners from over 35 cities around the state converge to create an enormous

market with an incredible diversity of products and services.



The event grew out of a need to provide a much better way for small businesses to be seen in their local communities. Every part of the event is designed to help small businesses increase success at the event. Visitors will not find non-profit, religious, political, cultural, or community-

service types of vendors. ShopFest Utah is designed specifically for small businesses.

ShopFest Utah has grown considerably over the past few years, thanks to great partners and sponsors who have helped us do more each year.

This year, ShopFest Utah will be integrating a Children's Entrepreneur Market. This addition, on top of the existing partnership with the Eagle Mountain Farmer's Market, will add up to another 100 vendors, bringing the total vendors for ShopFest Utah this year up to 350. Eagle Mountain City and the Eagle Mountain Chamber of Commerce are significantly ramping up marketing efforts this year to increase the number of shoppers further, but we need your help to make it happen.

How can partnering with ShopFest Utah benefit my Business?

Incredible sponsors and partners have been essential to the success of ShopFest Utah. Although the focus of the event is on small business growth, we know that the growth of your business and its reputation is also very important. Eagle Mountain City and the Eagle Mountain Chamber of Commerce have worked hard to provide a variety of ways that your



business can benefit by sponsoring the ShopFest Utah event. In general, there are two major ways that your business can benefit from ShopFest Utah. The scale of the event brings in thousands of visitors for this one-day event, and the focus of the event gives your business great exposure to a large crowd in a positive setting. Most shoppers will spend over an hour shopping, spend additional time eating food from the participating food trucks, and also potentially spend time at the adjacent all-abilities playground in the large regional Cory Wride Memorial Park.

If your business also serves other businesses, we are able to help connect you to over 250 businesses, whether through digital or physical means. We ensure that not only is your business credited and seen on-site, but that you have opportunities to develop leads before and after the event with participating small businesses.



What does a ShopFest Utah Sponsorship Require?

We understand that not all businesses benefit from these types of events the same. Nor do all businesses have the same giving or community service models. Consequently, we provide both the opportunity to select a specific sponsorship type, and the invitation to reach out to us to discuss ways we can tailor a sponsorship specifically for you. Please review the sponsorship opportunities on the next page. Sponsorships can be selected and paid for immediately using the information below. If your business has special payment needs or conditions, please reach out.

Please note that all payments will be made to Eagle Mountain City.

How are Sponsorship Funds Used?

ShopFest Utah is organized in a way that requires very little overhead. Over 90% of sponsorship funds will go towards advertising and marketing the event to attract as many shoppers as possible to the benefit of both the small businesses and sponsors. ShopFest Utah is actively working on ways to reach new demographics.

See Sponsorship Details on the Next Page



Sponsorship Opportunities

Title Sponsorships			
All title sponsorships include the benefits in the general sponsorship in addition to what is listed.			
Available	Amount	Description	Benefits
1	\$750	Evening Concert	<ul style="list-style-type: none">Company name included in title.Exclusive on-stage recognition.
3	\$1,000	Market Stage	<ul style="list-style-type: none">Banner on Stage all day.Shout outs throughout the day.Branding and recognition included in special promotions prior to event.
1	\$1,000	Children's Entrepreneur Market @ ShopFest Utah	<ul style="list-style-type: none">Company name included in title.Exclusive Banners in Children's Market area.Branding and recognition included in special promotions prior to event.
1	\$1,000	Food Truck Round-Up @ ShopFest Utah	<ul style="list-style-type: none">Company name included in title.Banner and Company info at central food service area.2,000 napkins with company logoBranding and recognition included in special promotions prior to event.
1	\$2,500	Small Business Market	<ul style="list-style-type: none">Company name included in title.Exclusive Banners in Market AreaExclusive Branding on printed market mapsBranding and recognition included in special promotions prior to event.
General Sponsorships			
N/A	\$750	B2B Connect	<ul style="list-style-type: none">General Sponsorship BenefitsAccess to contact list of all participating vendors in ShopFest Utah market (conditions apply)Organizers will include 1 flyer in the vendor packet provided to the vendors on the day of the event.
N/A	\$500	General Sponsorship	<ul style="list-style-type: none">Recognition on ShopFest Utah social media, Eagle Mountain City and Eagle Mountain Chamber of Commerce Website.Recognition on all advertisements for the ShopFest Utah event.Recognition on signage on the day of the event.Free corner booth space if desired.
N/A	Varies	Custom Sponsorship	<ul style="list-style-type: none">Reach out to our team to see how we can tailor a sponsorship to your needs.



How to Select a Sponsorship

You can select for and send sponsorship funds through an online form [HERE](#). If you need to pay by check, please still complete the form, indicate you are paying by check, and make the check out with the provided information on the form.



Questions?

We are happy to answer any questions you have or tailor sponsorships to your business needs.

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Visit <http://eaglemountaincity.com/shopfest> for more information about the event.



Maps of the ShopFest Utah event

ShopFest Utah takes place in Eagle Mountain City, UT near the border of Salt Lake and Utah Counties

