

Sponsorship Proposal

The Vibe: An Art and Music Experience

Now is your chance to be a part of Pioneer Day's biggest event! Differentiate yourself from the competition by supporting this thrilling, action-packed, night of art, food, music, and culture. Our mission is threefold: to provide a memorable experience that features amazing local artists and entertainers while supporting Salt Lake City Council women Amy Fowler's re-election campaign.

About The Vibe

The Vibe: An Art & Music Experience will bring to life and celebrate the diversity of Utah with art, music, and food that span across the many cultures and ethnicities found in our region. The Vibe is for adults 21 years or older and we anticipate more than 500 attendees at this year's event. *The Vibe: An Art & Music Experience* will feature artist demonstrations, live performances, gourmet hors d'oeuvres, and specialty cocktails. *The Vibe: An Art & Music Experience* promises to have something for everyone.

Our Mission

The Vibe: An Art & Music Experience was initiated as a way to bring a spotlight to, as well as educate the public about the untapped artist and musical talent in Utah. We believe this night will be a great place for us to learn about other cultures, their customs, traditions, through art, music, and food. Our goal is to bring people together, to help educate them about their neighbors. In the process, we will strengthen our heritages while gaining respect for others. We believe with the influx of new families coming to Utah, we see now more than ever as the time to make culturally diverse families feel welcomed and accepted, thus increasing our participation in the global market.

Event Demographic

Average Attendee Age: 25-55 years' old

Income: \$55,000 - \$155,000

Racial Breakdown: 40% Caucasian, 40% African American, 10% Latino, 10% other

Sex Orientation: 55% women, 35% men and 15% other

Education Levels: 65% graduated college, 25% attended college, and 10% never attended college

Homeownership: 70% renters and 30% homeowners

Employment: 80% Full Time, 15% Employed and 5% unemployed

Marital Status: 65% single, 35% married, and 15% divorced

Sponsor ROI

Increase Brand Visibility

Our goal is to put your company's brand directly in front of our attendees to give them an organic introduction to your organization. To help build your brand's awareness, we will also include your logo and name in press releases as well as social media mentions. We will also include product tags before, during, and after the event. Your brand will also be featured in our physical flyers/posters to boost your brand recognition.

Build Consumer Perception

We not only want our attendees to see your product but to try your product as well. Statistics show once a consumer is exposed to a new product they're more likely to purchase or refer to that particular product in the future. In a 2016 survey, the Event Marketing Institute found that 74% percent of consumers are more likely to buy products after exposure to a branded event marketing experience.

Efficient Lead Generation

We will create a proprietary QR Code to place on our bar menu and advertising material to direct customers directly to your website and/or social media page. We will also share the attendees' list with our sponsors containing contact information and attendees statistical demographics.

Community Goodwill

A portion of your sponsorship donation will go to the re-election campaign of Salt Lake City Council women Amy Fowler. Council women Fowler is a firm believer in direct community involvement. Council women Fowler and her supporters traditionally rally around brands that care about spreading positive messages and helping their local community. We believe by linking your business to our event, your organization will draw lasting support and media attention. Community involvement also sets you apart from larger brands. Studies show consumers have more incentive to support a business if they're invested in the local community.

Content Strategy

The Vibe: An Art & Music Experience will provide your organization fresh material to expand your marketing and content strategy. The Event Marketing Institute reported that 98% percent of consumers create social content during events. When attendees share photos, quotes, and videos your company will get exposure to a much larger diverse network. Our focus will be to have our attendees post organic user-generated content. We believe user-generated content has a greater impact on customers, so we'll make it easy for people to tag your business on social media during the event.

What We're Asking For From Our Sponsors

	Platinum	Gold	Silver	Bronze
Your companies name and logo on all advertising materials as the presenting organization	★			
Your companies name on VIP event lanyard	★			
Your companies name and logo on all advertising materials as the VIP Bar Area Sponsor		★		
Exclusive VIP Table (Seats 10 guests)	★	★		
Your company featured in repeated promotion by our curator	★	★		
Your companies name and logo listed on flyer and social media	★	★	★	
Email boost to advertise your upcoming promotions	★	★	★	
VIP Private Bar Area Access Lanyard (for 10 guests)	★	★	★	
Your companies name listed on banner	★	★	★	★
Campaign Re-Election Contribution (\$780)	★	★	★	★

Sponsorship Package Cost

Sponsorship Packages	Financial Donation
Platinum	\$7,500
Gold	\$5,000
Silver	\$3,000
Bronze	\$1,000

We would love to hear from you. For more information please contact:

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