



THE CITY OF

SARATOGA SPRINGS

SPECIAL EVENT SPONSORSHIP PACKET

The City of Saratoga Springs continues to be one of the fastest-growing communities in Utah, and there is so much to celebrate! As our city expands, our residents are eager to see new businesses grow right alongside it. Event sponsorship is one of the most powerful ways to connect with our community, putting your business name front and center on event banners, signage, and advertising throughout the year.

Take your involvement a step further with a booth at our events and meet residents face-to-face. Build relationships, share your products or services, and become a recognized and trusted part of Saratoga Springs life.

This year, we are excited to partner with the **America250** program, commemorating the founding of our nation. We're taking our patriotism to the next level with great events and activities added all year, including a patriotic Splash Days celebration, as well as our *Salute to America* night at Summer Monday Fundays on June 29th. Don't miss it!

Our City Celebrations Committee is a volunteer-supported organization powered largely by generous sponsor donations. For 18 years, our volunteers have dedicated countless hours to growing and improving Saratoga Springs events, creating traditions that our community looks forward to year after year. With a full calendar of high-quality events planned for this year, we are thrilled to provide you with the opportunity to promote your business in our city.

We deeply appreciate your willingness to support our city through donations and sponsorships! The following pages outline our events and ways to get involved as a sponsor. We truly value our event sponsors and work hard to highlight your business at every event. With a wide range of events, we have sponsorship opportunities for every budget. We are happy to explore custom sponsorship ideas if you have a unique vision for participating.

Thank you for helping us strengthen our community and celebrate all that makes life better here!

If you have any questions or are interested in sponsoring an event, please contact me by email at cprestwich@saratogasprings-ut.gov or by phone at 801-310-8142.

Thank you again for all you do for our community.

Corrine Prestwich
Civic Events Coordinator
PR & Community Outreach | Saratoga Springs

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MISS SARATOGA SPRINGS PAGEANT

Attendance - 700

- March 7, 2026

Gold Sponsor - Title Sponsorship - \$700

- First right of refusal
- Industry exclusivity
- Logo will be included on all marketing materials for the Miss Saratoga Springs Pageant (city website, newsletter, social media posts, programs, etc.)
- Logo placed on event webpage with hyperlink
- Full page advertisement in the event program

Silver Sponsor - \$500

- Logo will be included on all marketing materials for the Miss Saratoga Springs Pageant (city website, newsletter, social media posts, programs, etc.)
- Logo placed on event webpage with hyperlink
- ½ Page advertisement in the event program

Bronze Sponsor - \$200

- Business name listed as a sponsor on marketing materials for the Miss Saratoga Springs Pageant (city website, newsletter, social media posts, programs, etc.)
- Business name listed on event webpage
- ¼ Page advertisement in event program

Community Partner - Donation In-Kind

- Business name listed as a sponsor on marketing materials for Miss Saratoga Springs Pageant (city website, newsletter, social media posts, programs, etc.)
- Business name listed on event webpage

***To be included in all advertising, please commit to the sponsorship no less than 60 days before the beginning of the event.**

SPRING FESTIVAL SPONSORSHIP

Attendance – 5000

- March 23-28, 2026, online egg hunt for adults, teen egg hunt, kids egg hunt and community fair

Gold Sponsor- Title Sponsorship - \$1,500

- First right of refusal
- Industry exclusivity
- Logo placed on front page of city website listing you as the presenting sponsor
- Logo will be included on all marketing materials for Spring Festival (city website, newsletter, social media posts, programs, etc.)
- A banner (provided by you) placed at Patriot Park for Easter Egg Hunt
- Booth at event (informational only, no sales)

Silver Sponsor - \$1,000

- Logo will be included on all marketing materials for Spring Festival (city website, newsletter, social media posts, programs, etc.)
- Logo placed on event webpage with hyperlink
- A banner (provided by you) prominently placed at Patriot Park for Easter Egg Hunt
- Booth at event (informational only, no sales)

Bronze Sponsor - \$500

- Business name listed as a sponsor on all marketing materials for Spring Festival (city website, newsletter, social media posts, programs, etc.)
- Business name listed on event webpage
- Booth at event (informational only, no sales)

Community Partner - Donation In-Kind, minimum \$50 prize value

- Donations added to Egg Hunts
- Booth at event (informational only, no sales)

***To be included in all advertising, please commit to the sponsorship no less than 60 days before the beginning of the event.**

SARATOGA SPLASH DAYS

Attendance – 40,000 across the events

- June 10-13, 2026, carnival, concerts, foam party, teen chalk war, boutique, parade, drone show, fireworks and more!

Gold Sponsor - Title Sponsorship - \$5,000

- First right of refusal
- Industry exclusivity
- NEW: Logo will be on mailer sent to all households in Saratoga Springs, listing you as a presenting sponsor. **Must commit by February 5 to be on the mailer.**
- Logo will be featured in Splash Days Drone Show
- Logo placed on front page of city website listing you as the presenting sponsor
- Logo will be included on all marketing materials for Splash events (city website, newsletter, social media posts, programs, etc.)
- Logo placed on event webpage with hyperlink
- A banner (provided by you) prominently placed at Neptune Park
- Announcements made at all Splash Days events recognizing you as title sponsor
- Parade entry in Splash Days Parade with priority placement
- Booth at events (informational only, no sales)

Silver Sponsor - \$3,000

- Logo will be included on all marketing materials for Splash events (city website, newsletter, social media posts, programs, etc.)
- Logo placed on event webpage with hyperlink
- A banner (provided by you) placed at Neptune Park
- Parade entry in Splash Days Parade
- Booth at events (informational only, no sales)

Bronze Sponsor - \$2,000

- Business name listed as a sponsor on all marketing materials for Splash events (city website, newsletter, social media posts, programs, etc.)
- Business name listed on event webpage
- Parade entry in Splash Days Parade
- Booth at events (informational only, no sales)

Community Partner - \$500 or Donation In-Kind

- Business name listed on event webpage
- Parade entry in Splash Days Parade

***To be included in all advertising, please commit to the sponsorship no less than 60 days before the beginning of the event.**

Summer Monday Fundays

Total attendance- 12,000

Season-long event

- Outdoor events every Monday evening June 1 – August 10, 2026
- Concert/ entertainment, food trucks and farmer's market
- *Salute to America* June 29, with patriotic program and fireworks
- Farmer's market continues until September 28

Gold Sponsor- Title Sponsorship - \$3,000

- First right of refusal
- Industry exclusivity
- NEW: Logo will be on mailer sent to all households in Saratoga Springs, listing you as a presenting sponsor. **Must commit by February 5 to be on the mailer.**
- Logo placed on front page of city website listing you as the presenting sponsor
- Logo will be included on all marketing materials for the Summer Celebrations Series (city website, newsletter, social media posts, programs, etc.)
- Logo placed on event webpage with hyperlink
- A banner (provided by you) placed at events
- Booth at events (informational only, no sales)

Silver Sponsor - \$2,000

- Logo will be included on all marketing materials for Summer Celebration Series (city website, newsletter, social media posts, programs, etc.)
- Logo placed on event webpage with hyperlink
- A banner (provided by you) placed at events
- Booth at events (informational only, no sales)

Bronze Sponsor - \$1,000

- Business name listed as a sponsor on all marketing materials for Summer Celebration Series (city website, newsletter, social media posts, programs, etc.)
- Business name listed on event webpage
- Booth at events (informational only, no sales)

Community Sponsor - \$500 or Donation In-Kind

- Business name listed as a sponsor on all marketing materials for Summer Celebration Series (city website, newsletter, social media posts, programs, etc.)
- Business name listed on event webpage

***To be included in all advertising, please commit to the sponsorship no less than 60 days before the beginning of the event.**

MARINA PARTY SPONSORSHIP

Attendance – 1600

- July 9, 2026

Gold Sponsor- Title Sponsorship - \$1,500

- First right of refusal
- Industry exclusivity
- Logo placed on front page of city website listing you as the presenting sponsor
- Logo will be included on all marketing materials for the Marina Party (city website, newsletter, social media posts, programs, etc.)
- A banner (provided by you) prominently placed at the event
- Donations included in prize give-aways & business name announced
- Booth at event (informational only, no sales)

Silver Sponsor - \$1,000

- Logo will be included on all marketing materials for Spring Festival (city website, newsletter, social media posts, programs, etc.)
- Logo placed on event webpage with hyperlink
- A banner (provided by you) prominently placed the event
- Donations included in prize give-aways & business name announced
- Booth at event (informational only, no sales)

Bronze Sponsor - \$500

- Business name listed as a sponsor on all marketing materials for Spring Festival (city website, newsletter, social media posts, programs, etc.)
- Business name listed on event webpage
- Donations included in prize give-aways & business name announced
- Booth at event (informational only, no sales)

Community Partner - Donation In-Kind, minimum \$50 prize value

- Donations included in prize give-aways & business name announced
- Booth at event (informational only, no sales)

***To be included in all advertising, please commit to the sponsorship no less than 60 days before the beginning of the event.**

FALL FESTIVAL SPONSORSHIP

Attendance - 3500

- October 2, 2026

Gold Sponsor - Title Sponsorship - \$3,000

- First right of refusal
- Industry exclusivity
- Logo placed on front page of city website listing you as the presenting sponsor
- Logo will be included on all marketing materials for Fall Festival (city website, newsletter, social media posts, programs, etc.)
- Logo placed on event webpage with hyperlink
- A banner (provided by you) placed on Entry Bridge at Shay Park
- Booth at event (informational only, no sales)

Silver Sponsor - \$2,000

- Logo will be included on all marketing materials for Fall Festival (city website, newsletter, social media posts, programs, etc.)
- Logo placed on event webpage with hyperlink
- A banner (provided by you) placed on Entry Bridge at Shay Park
- Booth at event (informational only, no sales)

Bronze Sponsor - \$1,000

- Business name listed as a sponsor on all marketing materials for Fall Festival (city website, newsletter, social media posts, programs, etc.)
- Business name listed on event webpage
- A banner (provided by you) will be placed at Shay Park
- Booth at event (informational only, no sales)

Community Partner - \$500 or Donation In-Kind

- Business name listed as a sponsor on all marketing materials for Fall Festival (city website, newsletter, social media posts, programs, etc.)
- Business name listed on event webpage
- Booth at event (informational only, no sales)

***To be included in all advertising, please commit to the sponsorship no less than 60 days before the beginning of the event.**

CELEBRATE IN SARATOGA

Attendance - 3000

Multi-Day Event

- Christmas Tree Lighting- November 30, 2026
- Silent Santa – December 5, 2026
- Orchestra Concert- December 7, 2026

Gold Sponsor - Title Sponsorship - \$3,000

- First right of refusal
- Industry exclusivity
- Logo placed on front page of city website listing you as the presenting sponsor
- Logo will be included on all marketing materials for Celebrate in Saratoga (city website, newsletter, social media posts, programs, etc.)
- Logo placed on event webpage with hyperlink
- A banner (provided by you) put up at the Christmas Tree Lighting
- Booth at Tree Lighting (informational only, no sales)

Silver Sponsor - \$2,000

- Logo will be included on all marketing materials for Celebrate in Saratoga (city website, newsletter, social media posts, programs, etc.)
- Logo placed on event webpage with hyperlink
- A banner (provided by you) put up at the Christmas Tree Lighting
- Booth at Tree Lighting (informational only, no sales)

Bronze Sponsor - \$1,000

- Business name listed as a sponsor on marketing materials for Celebrate in Saratoga (city website, newsletter, social media posts, programs, etc.)
- Business name listed on event webpage
- Booth at Tree Lighting (informational only, no sales)

Community Partner - \$500 or Donation In-Kind

- Business name listed as a sponsor on marketing materials for Celebrate in Saratoga (city website, newsletter, social media posts, programs, etc.)
- Business name listed on event webpage

***To be included in all advertising, please commit to the sponsorship no less than 60 days before the beginning of the event.**