



WESTFEST 2011

*A World of Families,
Food and Fun!*

**June 23-26, 2011
Centennial Park
5415 West 3100 South
West Valley City**

WestFest is an annual celebration that commemorates the establishment of West Valley City and recognizes its citizens' various cultural backgrounds.

WestFest Events and Activities:

- Carnival Rides and Games for ALL Ages
- Family 5K Fun Run
- WestFest Parade
- Talent Showcase Competition (for amateurs)
- Multicultural Entertainment
- International Cuisine
- Artisans, Crafters and Hobbyists
- 6th Annual Dutch Oven Competition
- West Valley City Police K-9 Demonstration
- Fireworks "3-D" Spectacular
- Utah Symphony Concert

WestFest Facts:

Target Audience: Citizens of West Valley City
Wasatch Front Residents
Families

West Valley City Facts:

- 124,000 citizens, Utah's second-most populous city (2008 Census estimate)
- 37,700 households (2008 Census estimate)
- 50.8% male; 49.2% female (2008 Census estimate)
- Over 40% of the population is between ages 25 and 54 (2008 Census estimate)
- 54.4% of the population is married (2008 Census estimate)
- Over 70% of the population is Caucasian; minority population is mainly Hispanic with a significant Asian/Pacific Islander community (2008 Census estimate)
- Median household income is \$56,500 (2008 Census estimate)
- Progress and Continual Growth: The "E" Center, Utah Cultural Celebration Center, Hale Centre Theatre, TRAX extension, UTA Max service, Valley Fair Mall redevelopment, 5600 West development

Source: West Valley City website

WestFest Attendance Estimate: 30,000 attendees over four-day event

WestFest Admission: FREE!

WestFest International Inc. is a not-for-profit organization staffed completely by community volunteers. West Valley City proudly supports WestFest, however, WestFest is not a function or agency of West Valley City.

WESTFEST SPONSORSHIP LEVELS

GOLD LEVEL -- \$5,000+ * *(If sponsorship agreement is signed by 4/15/11)*

- Sponsor's logo included in television and website advertising schedule on Fox 13 Television. Value: \$15,000
- Sponsor's logo on print advertisements in The West Valley Journal and Taylorsville-Kearns Journal, which are delivered to 60,000+ homes. Value: \$3,500
- Sponsor's logo on five banners located throughout West Valley City. Value: \$1,000
- Exclusive sponsorship of one of WestFest's entertainment stages. Value: \$500
- Sponsor's logo on any WestFest promotional items. Value: \$500
- Vendor booth (10'x20') from June 23-25, 2011. Value: \$500
- Ten all-day passes to WestFest Carnival rides, games and admission to VIP areas for refreshments. Value: \$250
- Ten reserved seats for prime viewing of WestFest Fireworks Spectacular
- Ten reserved seats at WestFest's Utah Symphony Concert
- Two reserved parking spots
- **For an additional \$2,500 (total of \$7,500), "presenting sponsor" status will be added.**

NOTE: DUE TO NECESSARY DEADLINES, CERTAIN SPONSORSHIP BENEFITS MAY NOT BE AVAILABLE AFTER MAY, 15, 2011

SILVER LEVEL -- \$3,000 *(If sponsorship agreement is signed by 4/15/11)*

- Sponsor's logo on print advertisements in The West Valley Journal and Taylorsville-Kearns Journal, which are mailed to 60,000+ homes.
Value: \$3,500
- Sponsor's logo on five banners located throughout West Valley City.
Value: \$1,000
- Vendor booth (10'x20') from June 23-25, 2011. Value: \$500
- Five all-day passes to WestFest Carnival rides, games and admission to VIP areas for refreshments. Value: \$125
- Five reserved seats for prime viewing of WestFest Fireworks Spectacular.
- Five reserved seats at WestFest's Utah Symphony Concert

BRONZE LEVEL -- \$2,000 *(If sponsorship agreement is signed by 4/15/11)*

- Sponsor's logo on print advertisements in The West Valley Journal and Taylorsville/Kearns Journal, which are delivered to 60,000+ homes.
Value: \$3,500
- Vendor booth (10'x20') from June 23-25, 2011. Value: \$500
- Two all-day passes to WestFest Carnival rides, games and admission to VIP areas for refreshments. Value: \$50
- Two reserved seats for prime viewing of WestFest Fireworks Spectacular.
- Two reserved seats at WestFest's Utah Symphony Concert

Contact: Karen Hart, WestFest Marketing Chair

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www.westfest.org