



Dear Community Business Owner,

It's that time of year again to start thinking about Holly Days! Holly Days is a tradition that brings the community together during the holiday season, with a celebration of community, family, friends, and the holidays. Holly Days will be held on Friday, Nov 29th.

For 21 years, Vernal City and Uintah County, with the support of the fabulous sponsors have made the Vernal Holly Days Festival come to life with bright smiles and good cheer to the faces of thousands because of generous support by business owners like you. Each year, we appreciate all of the volunteers, businesses, and companies who go the extra mile to make this event possible!

Since its start in 2003, the guiding promise has been to bring holiday cheer to the whole community regardless of their current economic situation. No child should have to be left out because they can't afford to attend. The grounding basis remains the same and together we can make this year's festival the best one yet! The Holly Days Committee hopes you will do whatever you can to reserve a sponsorship spot for the 2024 Holly Days event, taking advantage of the associated benefits.

Enclosed you will find a sponsorship form, with information explaining the various sponsorship levels and benefits. Donations can be sent via mail to the Vernal City Offices or paid online at vernalcity.org. Please indicate your choice on the enclosed form, then mail or email your completed form at your earliest convenience. Sponsorship monies are paid to Vernal City (Community Holly Days Event) and a tax letter will be sent upon request.

We thank you for your interest and involvement in our community as we continue to make Holly Days a successful family!

Sincerely,

Quinn Bennion
Vernal City Manager
(435) 789-2255

Lesha Coltharp
Uintah County Tourism Director
(435) 781-6765

Clint Morton
Holly Days Committee Chair
(435) 828-0248

For more information, visit www.communityhollydays.com
Questions can also be emailed to HR@Vernal.gov

SPONSORSHIP PACKAGE LEVELS



Friends of Holly Days
\$10 - \$299

Major Sponsor
\$300 - \$499

Super Sponsor
\$500 - \$999

Grand Sponsor
\$1,000 - \$1,999

Diamond Sponsor
\$2,000 - \$3,999

Horse Carriage
Sponsor **\$2,880* ****

Gold Sponsor
\$4,000 - \$5,999

Presenting Partner
\$6,000 - \$9,999

Fireworks Finale Present
\$7,000

Grand Gala Presenter
\$12,000+

The opportunity to support a one-of-a-kind event designed for families & to benefit children of our community.



Name and sponsorship level listed on posters distributed throughout the Uintah Basin.



License to use sponsorship and level in your advertising.



Sponsorship status level advertised on Holly Days website. (homepage or banner determined by sponsorship level)



PA recognition announcement during the event. (number of announcements determined by sponsorship level)



Permission to place your banner at the event you sponsored. (location subject to approval)



Holly Days Facebook Page acknowledgement and appreciation. (logo posted for \$1,000 and above)



Permission to distribute literature and/or promotional giveaways.



Inclusion of name and sponsorship level in press release.



This includes prizes and in-kind donations determined by value amount of the donation or prize at retail value.

****Limited number available. Call for information about availability.**



2024 SPONSORSHIP AGREEMENT

Important Notice: To allow for inclusion in poster printing and eligibility for full benefits, as listed in the sponsorship package, **please return your signed sponsorship agreement before 10-30-2024.**

Please mark the box corresponding with your sponsorship donation

- In-kind donation:** Prize Y/N ___ | Facilities Y/N _____ | Service/Other Y/N _____ | Total Value \$ _____
- Friends of Holly Days \$10 - \$299:** Check amount \$ _____ | Invoice amount \$ _____
- Major Sponsor \$300 - \$499:** Check amount \$ _____ | Invoice amount \$ _____
- Super Sponsor \$500 - \$999:** Check amount \$ _____ | Invoice amount \$ _____
- Grand Sponsor \$1,000 - \$1,999:** Check amount \$ _____ | Invoice amount \$ _____
- Diamond Sponsor \$2,000 - \$3,999:** Check amount \$ _____ | Invoice amount \$ _____
- Horse & Carriage Sponsor \$2,880:** Limited number available. Please call Roxanne at 435-781-7109
- Gold Sponsor \$4,000 - \$5,999:** Check amount \$ _____ | Invoice amount \$ _____
- Presenting Partner \$6,000 - \$9,999:** Check amount \$ _____ | Invoice amount \$ _____
- Firework Finale \$7,000:** Check amount \$ _____ | Invoice amount \$ _____
- Grand Gala Presenter \$12,000:** Check amount \$ _____ | Invoice amount \$ _____

Payment Options

- Credit Card:** Go to www.vernal.gov and click on How do I contribute to Holly Days.
- Invoice Requested:** Please mail or email this completed & signed agreement to HR@vernal.gov **Mailed**
- with Check:** Mail check payable to **Vernal City Community Holly Days Festival** with completed form to:
Vernal City, 374 East Main Street, Vernal, Ut, 84078
- Pick Up:** a Festival Committee Member will pick up your donation. Picked up by: _____

Sponsor Agreement

IN WITNESS WHEREOF, the parties hereto have executed this **SPONSORSHIP AGREEMENT**, which is made effective as of the last date written below, by and between sponsor shown below and Vernal City.

Name of Sponsoring Business: _____ Today's Date: _____

Authorized Signature: _____ Title/Position: _____

Cell: _____ Office: _____

Email Address: _____

Business Billing Address: _____

Web Address: <https://> _____

Please send a high resolution logo to HR@Vernal.gov