Sundays, 10am - 5pm
June 7 - September 27
(Except August 2, 9, & 16)
On Park City's Historic Main Street

2020

SPONSORSHIP PACKET

WHAT IS PARK SILLY SUNDAY MARKET?

Park Silly is a unique every week market dedicated to supporting non-profits, green initiatives, artists, performers, farmers and small businesses. Park Silly takes place mid-June through September every Sunday on Park City's Historic Main Street.

"COMMON UNITY, THIS IS WHERE IT HAPPENS!"

THE MISSION:

To create eco-friendly open air market, street festival and commUnity forum where neighbors and friends come together to celebrate our community of fun and funky Park Sillians.

ACCOMPLISHMENTS:

ZERO WASTE EFFORTS

Since conception in 2008, the Park Silly Sunday Market has been a "Zero Waste" market. Entertaining over 1,400,000 patrons over the course of 13 years, we have held a 80% diversion rate, meaning, we only sent 20% of our trash to the landfill, even feeding our left over food scraps to the local pigs. From our food vendors using recyclable utensils, cups, and plates, to our bar using pasta straws for our drinks – we've been the Utah event leader in recycle efforts.

HOSTS AND PROMOTES (2019)

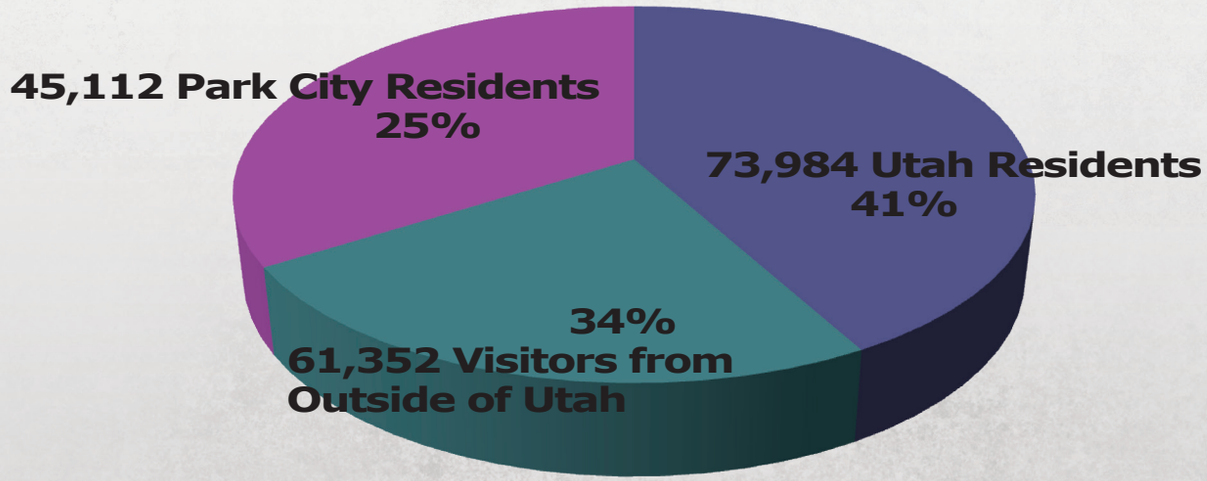
- **107** FREE spaces given to Farmers
- **14** FREE booths given to Historic Main Street Merchants
- **14** FREE booths given to Park City Performing Artist Association
- **85** FREE booths given to Non-Profits, & Sustainable Issue Groups
- **14** FREE booths given to Featured Artists
- **2** FREE booths given to Featured Chefs

** Each year, Park Silly donates free booth space weekly. In 2019, 236 free booth spaces were used, representing booth value of over $35,400. (236 x avg booth space $150 = $35,400)

DEMOGRAPHICS

In our 2019 season Park Silly hosted 180,448 guests, an average of 13,000 attendees each Sunday over the fourteen weeks of the market. Attendees consist of locals, out of town visitors, and out of state visitors. Ages range from 5-85 with the majority falling between 30-50. Median income ranges from $70-120k.

ZIP CODE DISTRIBUTION



ATTENDANCE = IMPACT

2012 Attendance 132,453 = Vendors paid $44,179 in sales tax
2013 Attendance 153,605 = Vendors paid $57,939 in sales tax
2014 Attendance 162,000 = Vendors paid $72,101 in sales tax
2015 Attendance 188,589 = Vendors paid $86,942 in sales tax
2016 Attendance 196,000 = Vendors paid $105,463 in sales tax
2017 Attendance 177,978 = Vendors paid $116,342 in sales tax
2018 Attendance 193,764 = Vendors paid $127,234 in sales tax
2019 Attendance 180,448 = Vendors paid $111,286 in sales tax

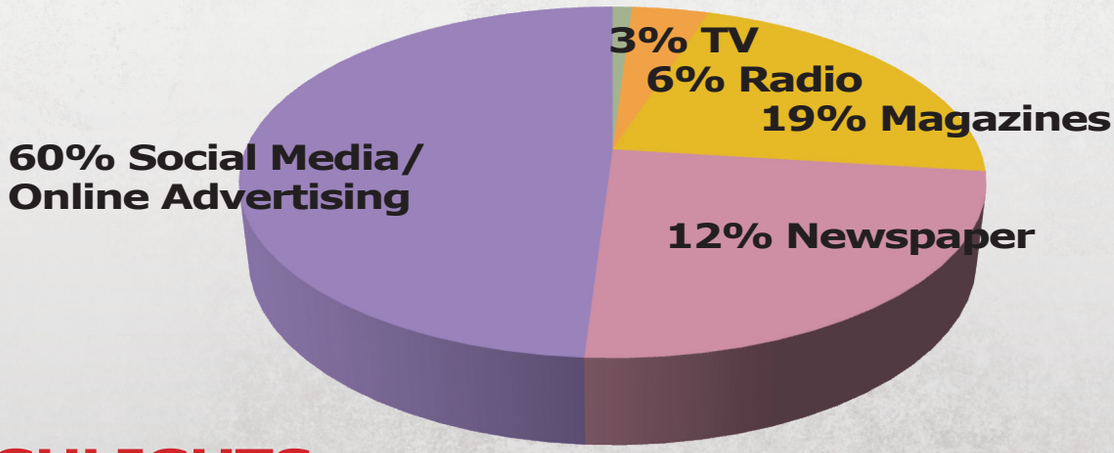
(YTD final total available after tax deadline of April 15, 2020)

MARKETING

The media coverage is all year. 2019 campaign valued at $345,000.

That's 23,335,741 media impressions annually

MARKETING VALUES 2019



HIGHLIGHTS:

■ Freshie's Lobster (2 Locations) ■ Sammy's Bistro (2 Locations) ■ Melty Way (Opened 3 Locations in SLC) ■ Red Bicycle Bread ■ Spencer's BBQ (Has Full Time Catering Business) ■ Skewered Thai (Opened Restaurant in SLC) ■ My Liquid Garden ■ Dessert Bites ■ Beltex Meats ■ All That Pasta Creations (Featured in Mountain Express Magazine, SLC Tribune) ■ Elizabeth Plumb Jewelry (Sundance Catalog) ■ Park City Coasters ■ Whimsy (Has Existing Store Front & Participates in PSSM) ■ Zions Den ■ Livin Life PC (Has Existing Store from & Participates in PSSM) ■ In a Flash (Jewelry Now Featured in Park City Jewelers) ■ Cade & Co (Main Street, Park City) ■ All About Socks (Kimball Junction, Park City) ■ Motherlode T-Shirts & Screen Printing (Park City) ■ Cosett Bath & Body (5 Locations) ■ Liqui-Dirt (Brick and Morter, West Jordan) ■ 11 Hauz (Kimball Junction, Park City)

MEDIA PARTNERS:

- ABC 4
- City Weekly
- Deseret News
- Fox News 13
- Info Channel
- KPCW
- Mountain Express Magazine
- Mountain Town Music
- Now Playing Utah
- Park City Chamber
- Park City Film Series
- Park City Television
- Park City Menu Guide
- Park City Things To Do
- Park Record
- Salt Lake Magazine
- Salt Lake Tribune
- Ski Utah
- University of Utah
- Utah.com
- Visit Salt Lake

26 TELEVISION SPOTS

60 KPCW RADIO SPOTS

110 EDITORIALS

82 PRINT ADS

*** DATA PROVIDED BY UNIVERSITY OF UTAH UNDERGRADUATE**

SPONSORSHIP OPPORTUNITIES

***TITLE SPONSOR (1)**

$70,000: INCLUDES THE FOLLOWING

- Logo placement on all print and digital advertisements
- Television and radio mentions during every appearance
- Logo placement on Main Street Flags
- Logo placed at head of every page of the Market's site and all e-blasts
- Logo displayed on venue entrance signs (top tier)
- Full banner placement in venue at prime location
- One Weekend Sponsorship included with Title Sponsorship
- Booth set-up for all 14 weeks of the Market
- One Main Stage mention each week during peak hours

TOTAL VALUE OF SPONSORSHIP: $144,000

***SUPPORTING SPONSOR (3)**
***FARMERS MARKET STAGE SPONSOR (1)**
***MAIN STAGE SPONSOR (1)**

$20,000: INCLUDES THE FOLLOWING

- Logo placement in Park Record advertisements during season
- Logo placed website home page and sponsor page
- Logo placed in footer of all e-blasts
- Logo displayed on venue entrance signs
- Full banner placement in venue at prime location
- One Weekend Sponsorship included with Supporting Sponsorship
- Booth set-up for all 14 weeks of the Market
- One Main Stage mention each week during peak hours
- Limited to 3 Supporting Sponsors

TOTAL VALUE OF SPONSORSHIP: $38,300

***FEATURED CHEF SPONSOR (2)**

$15,000: INCLUDES THE FOLLOWING

- Four Chef Presentation weekends, 10 Featured Chef weekends
- Banner placement at Chef Station +2 additional banners on Chef Presentation dates

***BEER GARDEN SPONSOR (5)**
***KIDS ACTIVITIES SPONSOR (1)**
***NON PROFITS & SUSTAINABLE ISSUES GROUPS SPONSOR (1)**
***FEATURED ARTIST SPONSOR (1)**
***ZERO WASTE SPONSOR (1)**

- Logo displayed on venue entrance signs
- Logo on website home page adjacent to Featured Chef information and on sponsor page
- Logo in e-blasts featuring Chef Presentation
- Stage mention every week for Chef Presentation
- PCTV mentions for Chef Presentation
- Logo on e-blast

VALUED AT: $28,900

$5,000: INCLUDES THE FOLLOWING

- COMPANY BANNER HANGING IN VENUE
- FULL SEASON (14 SUNDAYS)

INTERESTED IN BECOMING A SPONSOR? CONTACT US!
(435) 714-4036 ■ KATE@PARKSILLYSUNDAYMARKET.COM
WWW.PARKSILLYSUNDAYMARKET.COM