



Butlerville Days

A Tribute to the City's History

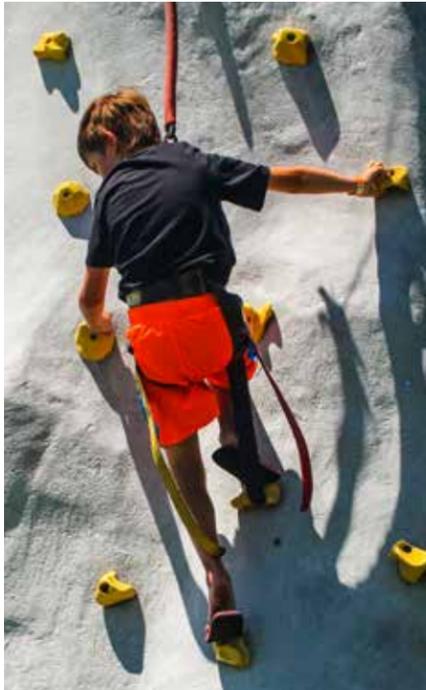
Why is the city's premier event called "Butlerville Days?" The answer lies in the past.

In September 1857, land near the mouth of Big Cottonwood Canyon was deeded to Samuel Butler, who joined other families living in the area. Samuel's five sons were

very young at this time, but the colorful Butler brothers stayed in the area and raised their own families here.

In 1877, Salt Lake County created the Butler Precinct, in honor of one of the Butlers. In 1881, two of the Butler brothers--Leander and Philander--sold property to Deseret News, which built a paper mill along Big Cottonwood Creek in 1883. The Old Mill is still standing today.

At that time, all of Butlerville, a large part of Union, and smaller parts of Granite and Cottonwood were combined to form a community that includes present-day Cottonwood Heights. Butlerville Days was created in honor of that nostalgic era in our city's early history.



Butlerville Days Events

Butler Park, 7500 South 2700 East
Behind the Cottonwood Heights Recreation Center

Friday, July 22

- Inflatables
- Food Vendors
- Movie in the Park
- Carnival Rides

Saturday, July 23

- 5K Run
- Parade
- Inflatables
- Car Show
- Food Vendors
- Historic Display
- Pie Eating Contest
- Live Music
- Kids' Games
- Free Watermelon
- Watermelon Drop
- Fireworks
- Carnival Rides



For more info:
Ann Eatchel
CH City Events Coordinator
aeatchel@ch.utah.gov
801-550-8225

Butlerville Days

Sponsorship Opportunities



July 22-23, 2016

Butler Park





Why Be A Sponsor?

- Promote** your brand, products, or services to our community audience.
- Gain** recognition as a community partner.
- EXPOSURE** your product or service to over 20,000 attendees during the 2-day event.
- Engage** directly with attendee's by having a tent at the celebration.
- Increase** your brand's visibility, strengthening its association with Cottonwood Heights.
- Support** keeping the event primarily free and open to the public.

Butlerville Days, a tradition deeply rooted in Cottonwood Heights' community is becoming one of Utah's fastest-growing and most popular local events. As Butlerville Days grows, the costs associated with its production continue to increase. Your sponsorship of Butlerville Days will not only help maintain the quality and integrity of the celebration, but also help ensure that it continues to grow in years to come. Being a part of the event enhances the marketing of your product or services for a minimal cost.

2015 By the Numbers:

- Over 20,000 Attendees
- 20+ Booths
- 100+ Volunteers
- 100,000+ People reached via city Facebook page
- 50,000+ Twitter Impressions

SPONSORSHIP PACKAGES	PLATINUM SPONSORSHIP \$4,500	GOLD SPONSORSHIP \$2,500	SILVER SPONSORSHIP \$1,500	BRONZE SPONSORSHIP \$1,000
Banner on Main Stage	1— Large Banner	1— Small Banner		
Lamp Pole Banner(s) (Street Banners)	3 Banners	2 Banners	2 Banners	1 Banner
Banner in Parade	1 Banner	1 Banner	1 Banner	1 Banner
Event Banner (Park Banner)	1 Banner	1 Banner	1 Banner	
Booth at Event	1—10'x10' booth	1—10'x10' booth	1—10'x10' booth	
Stage Announcement	✓	✓	✓	✓
Logo on Marketing Materials	Large Logo	Medium Logo	Small Logo	Small Logo
Announcement of Sponsorship on Web	✓	✓	✓	✓
All-Day Wristband for Inflatable Rides	4 Wrist Bands	3 Wrist Bands	2 Wrist Bands	1 Wrist Bands
Entries in 5K Race	12 Entries	10 Entries	8 Entries	6 Entries
Event or 5k Race Shirt	6	4	3	2
VIP Parking Pass	4 passes	3 passes	2 passes	1 pass

If you do not see an option that works for you or your company, please call Ann Eatchel at 801-550-8225.

