



PARK CITY  
COMMUNITY FOUNDATION

# Live PC Give PC

## Park City's Annual Day of Giving



# LIVE PC GIVE PC

## November 5, 2021

***Make an Impact on Park City's Biggest Day of Celebration***

**Live PC Give PC is the annual giving day** when our entire community comes together to donate to the nonprofit organizations that make Park City and Summit County a unique, thriving community. Last year alone it raised **\$3.4 million** for our local nonprofits in 24 hours from over **6,000 people** of all ages and backgrounds.

Park City Community Foundation and over 100 local nonprofits reach a wide audience of community members, part-time residents, and business leaders to raise critical operating funds. In the past 10 years, this day has helped provide Park City with \$16.2 million in funding. Show your love for our community and the causes you're passionate about on Nov. 5.

**Please join us in achieving this impact by becoming a Live PC Give PC sponsor.**

## *Inspiring Local & Lasting Change. Together.*

Park City Community Foundation makes Live PC Give PC happen and is the organizer of this important giving day. We play a vital role in solving our community's most challenging problems, and we care for and invest in the people, place, and culture of greater Park City.

We bring together local nonprofits, caring donors and sponsors, and community leaders to contribute financial resources and innovative ideas.

## *Growing Community Initiatives:*

People	Place	Culture
Community Response Fund	Park City Climate Fund	Social Equity Initiative
Early Childhood Alliance	Mountain Towns 2030	Solomon Fund
Mental Wellness Alliance		RISE Fund
Women's Giving Fund		

**Together we can address Park City's most critical issues and keep our community strong.**





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# *SPONSORSHIP OPPORTUNITIES*

Live PC Give PC wouldn't be possible without the generous support of our sponsors. Supporting Live PC Give PC provides access to Summit County residents and part-timers.



## *Why Sponsor Live PC Give PC?*

We're all in this together! Whether you live, work, stay, or play here, you benefit from our nonprofits. Live PC Give PC not only gives local nonprofits a platform to fundraise for their work, but the stage is set for your brand to align with the causes and values your business cares about the most.

This fun and engaging day is an incredible event when our entire community gets involved. Your support helps provide grants to organizations that are addressing the most pressing local needs—and helps fortify them so Park City thrives.



## Brand Exposure

- **Website Traffic** – 39,452 unique users in October and November on livepcgivepc.org.
- **Media Outreach and Advertising** – Over 50,000 impressions at the Park Record, KPCW, Park City TV, Salt Lake City TV & radio stations, & Google ads
- **Social Media Outreach** – Facebook reach of over 24,500 in Live PC Give PC sponsor-related posts with 1,300+ engagements.
  - 236,204 Facebook & Instagram ad impressions
  - 73,840 Facebook post impressions
  - 257,322 Instagram post impressions
- **Direct Mail** – Over 4,000 part-time households and 2,000 full-time households
- **Livestream** – 3,000+ people see it
- **Community Parade and Party\*** – Have a presence at these celebrations seen and attended by over 2,000 residents



## Sponsor a Leaderboard for the Cause You Love

- All Nonprofits Leaderboard sponsored by Presenting Sponsor
- People & Advocacy Leaderboard
- Arts & Culture Leaderboard
- Education Leaderboard
- Keep on Moving Leaderboard
- Healthy Minds & Bodies Leaderboard
- Environment & Animals Leaderboard



### ALL NONPROFITS LEADERBOARD 2020






SPONSORED BY VAIL RESORTS EPICPROMISE AND PARK CITY MOUNTAIN

PARTICIPANT	116	DONORS	RAISED	\$1,541,008
★1		Mountain Trails Foundation	1,090	\$136,775
★2		Park City Education Foundation	692	\$110,349
★3		Summit Land Conservancy	556	\$57,981
4		Nuzzles & Co.	489	\$43,029
5		Peace House	472	\$75,496
SHOW MORE ▾				



### PEOPLE & ADVOCACY LEADERBOARD 2020

SPONSORED BY BLUE SKY UTAH

PARTICIPANT	18	DONORS	RAISED	\$235,744
★1		Peace House	472	\$75,496
★2		Lucky Project	348	\$21,792
★3		Christian Center Of Park City	328	\$54,100
4		Jewish Family Service	116	\$11,919
5		Holy Cross Ministries	112	\$9,370
SHOW MORE ▾				

## PRESENTING SPONSOR: \$25,000

### *1 Available*

**The Presenting Sponsor is the top dog.** This means you'll enjoy the most prominent presence and maximum branding throughout all Live PC Give PC promotions as well as online and in-person events. The Community Foundation team will work with the Presenting Sponsor to customize sponsorship to achieve the sponsor's goals. Here's what you receive:

- Top sponsorship billing
- Exclusivity within sponsor's business category, i.e. ski industry, finance, healthcare, automotive, etc.
- All Nonprofit Leaderboard Sponsor providing nonprofits with extra prizes

### Advertising and Media

- Recognized as the Presenting Sponsor on paid advertising, including:
  - Digital - Google, Facebook, Instagram, and display ads
  - Print - Park Record, Mile Post, Park City Magazine, Mountain Express Magazine
  - Broadcast - KPCW, Park City TV
  - Out-of-home - Live PC Give PC signage on poles along Main Street (placed a minimum of two weeks prior to event, including peak Halloween exposure); Blip billboard ads In Salt Lake City
- Option to participate in media interviews related to Live PC Give PC and in Live PC Give PC Livestream
- Option to participate in short Live PC Give PC videos and include company team members
- Recognized as the Presenting Sponsor and logo placement on all printed materials, including hundreds of posters placed around town and direct mail post cards sent to 8,000 full-time and part-time residents
- Brand recognition during Live PC Give PC Livestream
- Key messages, company name, and quote from representative included in official press release



## PRESENTING SPONSOR: \$25,000

### *1 Available*

#### Digital

- Logo on Live PC Give PC website home page (est. 40,000 unique visitors Oct-Nov) and PCCF website linking to sponsor's site
- Logo on display ads
- Custom social media and Google ads highlighting Presenting Sponsor name and targeting key demographics, categories, behaviors, and markets (est. 15,000 impressions)
- Social media post promotion recognizing Presenting Sponsor and leaderboard category on Facebook, Instagram, & Twitter
- Recognition as Presenting Sponsor and logo placement within 4 e-newsletters reaching over 8,000 Park City Community Foundation supporters as well as 2 e-blasts reaching over 12,000 past supporters of Live PC Give PC

#### Day-of Benefits and Brand Awareness at Events

- Logo with naming rights as the Presenting Sponsor of Live PC Give PC in all marketing materials, including:
  - Entrance gate and interior signage at celebration event\*
  - Large banner signage in Community Parade and at tailgate party\*
  - Live PC Give PC t-shirts worn by thousands of volunteers and sign-waivers—logo placement on sleeve
- Inclusion in and option to participate at Live PC Give PC day-of- events, including celebration, parade, tailgate party, volunteer stations, and sign waiving at street corners\*
- Opportunity for co-presentation of Leaderboard winner announcements during Livestream or at celebration
- Branding opportunities on live music stages around town\*
- Opportunity to provide promotional marketing materials at All Stars pre-party\*
- 4 fully transferable All Stars Pre-party passes\*
- Dedicating parking at celebration event (1 space)\*



**PRESENTING SPONSOR: \$25,000**  
*1 Available*

### Additional Benefits

- Logo banner inclusion and option to participate at Live PC Give PC public events before the giving day, including 4th of July & Miners' Day parades
- Opportunity for a Live PC Give PC presentation for your employees with a Community Foundation staff member
- Opportunity to create sponsor-specific Live PC Give PC team page for your staff to raise money
- Option for your staff to claim a street corner on Live PC Give PC to waive signs and hoot and holler

## APEX SPONSOR: \$10,000

*6 Available*

**Apex Sponsors are the royalty of this special giving day.** They will be granted a Leaderboard category and a number of highly visible promotional opportunities. Perks include:

- Leaderboard Sponsor providing nonprofits with extra prizes

### Advertising and Media

- Recognized as an Apex Sponsor on paid advertising, including:
  - Print - Park Record, Mile Post, Mountain Express Magazine
  - Broadcast - KPCW, Park City TV
- Option to participate in media interviews related to Live PC Give PC
- Recognized as an Apex Sponsor and logo placement on all printed materials, including hundreds of posters placed around town and direct mail post cards sent to 8,000 full-time and part-time residents
- Brand recognition during Live PC Give PC Livestream
- Inclusion of company name in official press release

### Digital

- Logo on Live PC Give PC website home page (est. 40,000 unique visitors Oct-Nov) and Community Foundation website
- Custom social media and Google ads highlighting Apex Sponsor name and targeting key demographics, categories, behaviors, and markets (est. 5,000 impressions)
- Social media post promotion recognizing Apex Sponsor and leaderboard category on Facebook, Instagram, & Twitter
- Recognition as Apex Sponsor and logo placement within 4 e-newsletters reaching over 8,000 Park City Community Foundation supporters as well as 2 e-blasts reaching over 12,000 past supporters of Live PC Give PC

## APEX SPONSOR: \$10,000

*6 Available*

### Day-of Benefits and Brand Awareness at Events

- Logo inclusion as an Apex Sponsor of Live PC Give PC in marketing materials, including:
  - Entrance gate and interior signage at Celebration event at celebration event\*
  - Large banner signage in Community Parade and at tailgate party\*
- Inclusion in and option to participate at Live PC Give PC day-of- events, including parade, tailgate party, volunteer stations, and sign waiving at street corners\*
- 2 fully transferable All Stars Pre-party access passes\*

### Additional Benefits

- Option to participate in Live PC Give PC parade “floats” during 4th of July & Miners' Day parades
- Opportunity for a Live PC Give PC presentation for your employees with a Community Foundation staff member
- Opportunity to create sponsor-specific Live PC Give PC team page for your staff to raise money on the Live PC Give PC website



## SUMMIT SPONSOR: \$5,000

**Summit Sponsors** can look forward to showcasing their company, interacting with Live PC Give PC supporters, and promoting their brand. You are offered:

### Advertising and Media

- Recognized as a Summit Sponsor on paid advertising—Park Record, Mile Post, Mountain Express Magazine, Park City TV
- Logo placement on printed materials, including hundreds of posters placed around town and direct mail post cards sent to 8,000 full-time and part time residents
- Brand recognition during Live PC Give PC Livestream
- Inclusion of company name in official press release

### Day-of Benefits and Brand Awareness at Events

- Logo inclusion in marketing materials, including:
  - Entrance gate and interior signage at Celebration event at celebration event\*
  - Large banner signage in Community Parade and at tailgate party\*
- Inclusion in and option to participate at Live PC Give PC events, including tailgate party, volunteer stations, and sign waiving at street corners\*

### Digital

- Logo on Live PC Give PC website home page (estimated 40,000 unique visitors Oct-Nov) and Community Foundation website
- Social media post recognizing Summit Sponsors on Facebook, Instagram, & Twitter
- Recognition as Summit Sponsor and logo placement within 4 e-newsletters reaching over 8,000 Park City Community Foundation supporters as well as 2 e-blasts reaching over 12,000 past supporters of Live PC Give PC

## CREST SPONSOR: \$2,500

This is the entry point to secure a footprint during Live PC Give PC. We believe sponsorship should be accessible to all. **The Crest Sponsor level allows small businesses to support our community.**

Crest Sponsors will receive lots of good karma and love, plus the following benefits:

### Advertising and Media

- Brand recognition during Live PC Give PC Livestream
- Inclusion of company name in official press release

### Digital

- Logo on Live PC Give PC website home page (estimated 40,000 unique visitors Oct-Nov) and Community Foundation website
- Social media post promotion recognizing Crest Sponsors on Facebook, Instagram, & Twitter

### Day-of Benefits and Brand Awareness at Events

- Logo with inclusion as Crest Sponsor of Live PC Give PC in marketing materials, including:
- Entrance gate and interior signage at Celebration event at celebration event\*
- Large banner signage in Community Parade and at tailgate party\*
- Inclusion in and option to participate at Live PC Give PC day-of- events, including tailgate party, volunteer stations, and sign waving at street corners\*

### Additional Benefits

- Option to participate in Live PC Give PC parade “floats” during 4th of July & Miners' Day parades
- Opportunity to create sponsor-specific Live PC Give PC team page for your staff to raise money on the Live PC Give PC website

## ***Make It A 3-Year Commitment***

Your leadership through an ongoing sponsorship allows Park City Community Foundation to improve and build momentum for Live PC Give PC year-after-year.

Consider becoming a sustaining partner of our community's day of giving.





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# *THANK YOU*

Please contact Alexis Brown Brotherton with questions  
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