



— PARK CITY —
COMMUNITY
FOUNDATION

Sponsorship Opportunities

Dedicated to Solving Our Community's Most Pressing Challenges

Inspiring Local & Lasting Change. Together.

Park City Community Foundation plays a vital role in solving our community's most challenging problems. 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.**

Park City Community Foundation fulfills our mission through thought leadership, convening of key stakeholders, grantmaking, nonprofit education, philanthropic services, and several programs in key initiative areas. We also host **Live PC Give PC**, the area's largest day of giving.

Growing Community Initiatives



**Early
Childhood**
ALLIANCE

— PARK CITY —
COMMUNITY
FOUNDATION



Youth
UNITED

— PARK CITY —
COMMUNITY
FOUNDATION



**Women's
Giving**
FUND

— PARK CITY —
COMMUNITY
FOUNDATION



— PARK CITY —
COMMUNITY
FOUNDATION

Why Sponsor Park City Community Foundation?

Your sponsorship not only aligns your business with the mission and values of Park City Community Foundation, but also provides marketing exposure to area residents and visitors. We host an engaged community of full-timers, part-timers, long-timers, and those new to town.

Your sponsorship demonstrates your commitment to the local community and care for your customers and employees. You will reach a wide demographic of community members who love the people, place, and culture of Park City and who give and buy locally.

Brand Exposure

All sponsorship packages include:

- Advertising and Media
 - 5,300+ followers on Facebook, 3,100+ followers on Instagram
 - 8,000+ email subscribers
- Brand Awareness at Events
 - Average attendance: 100-500 guests



—PARK CITY—
COMMUNITY
FOUNDATION

LIVE PC GIVE PC

November 15, 2024

Make an Impact on Park City's Biggest Day of Giving

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 **\$4.8 million** for our local nonprofits in 24 hours from over **7,100 people** of all ages and backgrounds.

Park City Community Foundation and over 125 local nonprofits reach a wide audience of community members, part-time residents, and business leaders to raise critical operating funds. In the past 14 years, this day has helped provide Park City with \$25 million in funding. Show your love for our community and the causes you're passionate about on Nov. 15.

All sponsorship packages include Live PC Give PC benefits!



SPONSORSHIP OPPORTUNITIES

Our events wouldn't be possible without the generous support of our sponsors.

PRESENTING SPONSOR: \$50,000

Sponsorship Filled 1 Available

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

Advertising and Media

- Recognized as the Presenting Sponsor on paid advertising, including:
 - **Digital** - Facebook, Instagram, LinkedIn and Park Record, TownLift display ads
 - **Print** - Park Record, Mile Post, Mountain Express Magazine, Neighborhood Park City
 - **Broadcast** - KPCW, ABC4, Fox13
 - **Out-of-home** - Blip billboard ads in Salt Lake City
- All Nonprofit Leaderboard Sponsor during Live PC Give PC, including boosted presence throughout the day and a portion of your sponsorship will go directly to nonprofits as extra prizes
- Option to participate in media interviews related to Live PC Give PC
- 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 Live PC Give PC printed materials, including hundreds of posters placed around town and direct mail post cards sent to 15,000 full-time and part-time residents
- Key messages, company name, and quote from representative included in official Live PC Give PC press release

**Listed benefits focus on Live PC Give PC. Additional Event Benefits will be similar, but may vary. Park City Community Foundation will work with the Presenting Sponsor accordingly.*

PRESENTING SPONSOR: \$50,000

Sponsorship Filled 1 Available

Advertising and Media (cont.)

- Logo on Live PC Give PC website home page (est. 44,000 unique visitors Oct-Nov) and PCCF website linking to sponsor's site
- Logo on Live PC Give PC display ads
- Custom social media ads highlighting Live PC Give PC Presenting Sponsor name and targeting key demographics, categories, behaviors, and markets (est. 75,000+ impressions)
- Social media post promotion recognizing Live PC Give PC Presenting Sponsor and leaderboard category on Facebook, Instagram, & LinkedIn
- Recognition as Live PC Give PC Presenting Sponsor and logo placement within 15+ e-newsletters reaching over 8,000 Park City Community Foundation and Live PC Give PC supporters

Brand Awareness at Events

- Logo with naming rights as the Presenting Sponsor of Live PC Give PC in all marketing materials, including:
 - Banner signage on Main Street
 - Live PC Give PC t-shirts worn by hundreds of volunteers and sign-waivers—logo placement on sleeve
 - Entrance gate and interior signage at at Live PC Give PC Celebration event, attended by over 300 people
- Exclusive early access to Live PC Give PC party
- Opportunity for co-presentation of Leaderboard winner announcements at celebration
- 2 Live PA announcements at Live PC Give PC Celebration event recognizing Presenting Sponsor
- Option to participate in Live PC Give PC day of events, including first choice of volunteer location



PRESENTING SPONSOR: \$50,000

Sponsorship Filled 1 Available

Additional Benefits

- Logo banner inclusion and option to participate in Park City Community Foundation parade “floats” during 4th of July & Miner’s Day parades
- Opportunity to create sponsor-specific Live PC Give PC team page for your staff to raise money for their favorite nonprofits
- Invitation to join Live PC Give PC Task Force
- Opportunity for Park City Community Foundation to curate a Lunch and Learn for your employees to share local volunteer opportunities, Live PC Give PC information, or present on any of our initiatives
- Option for Live PC Give PC vehicle decals for your fleet of vehicles and a Sponsor Badge for your website
- Invitation to Park City Community Foundation events including Community Fund Site Visits, First Tracks, and Speaker Series

PEAK SPONSOR: \$25,000

1 Available

The all-new Peak Sponsorship is designed for the corporate partner committed to addressing the area's greatest needs all year long. This sponsorship level includes significant media coverage as well as **sponsorship of the Giving Fest on Live PC Give PC** and **one additional event** throughout the year.

Advertising and Media

- Recognition as Peak Sponsor of Live PC Give PC and Giving Fest on paid advertising, including
 - Digital - Facebook, Instagram, LinkedIn and Park Record, Townlift
 - Print - Park Record, Mile Post, Mountain Express Magazine, and more
 - Broadcast - KPCW
- Logo placement on printed promotional materials, including hundreds of posters placed around town and direct mail postcards sent to 15,000 residents
- Option to participate in Media Interviews including KPCW and Fox13 related to Live PC Give PC
- Inclusion of company name in official press release about Live PC Give PC
- Logo on Live PC Give PC website homepage (estimated 44,000 unique visitors Oct-Nov), including direct link to company website
- Recognition as Peak Sponsor and logo placement within 15+ e-newsletters reaching over 8,000 Park City Community Foundation and Live PC Give PC supporters
- Custom, boosted social media ads highlighting Peak Sponsor name, including a tag and logo placement, targeting key demographics, categories, behaviors, and markets (est. 50,000 impressions)
- Social media post promotion recognizing Peak Sponsor leading up to Live PC Give PC

PEAK SPONSOR: \$25,000

1 Available

Brand Awareness during Live PC Give PC

- Logo and/or company name printed on banner displayed at Giving Fest
- Recognition as event sponsor from podium at Giving Fest
- Invitation for all your employees and their families to attend Giving Fest
- Logo inclusion on interior signage at Live PC Give PC Celebration event, attended by over 300 people
- Exclusive early access to Live PC Give PC party
- Option to participate in Live PC Give PC day of events, including first choice of volunteer location
- Option for Live PC Give PC decals for company vehicles

Brand Awareness during Additional Event*

- Logo placement on invitation
- Logo and/or name inclusion on event promotional materials. Exact placement will vary based on event.
- Logo and/or company name displayed at event
- Recognition as event sponsor from podium at event
- 8 reserved spaces at event, open to employees or clients



**Additional event opportunities may include: Early Childhood Alliance Summer Party, Youth United Fundraiser, Climate Fund Event, or Women's Giving Fund seasonal event, etc.*



PEAK SPONSOR: \$25,000

1 Available

Additional Benefits

- Logo banner inclusion and option to participate in Park City Community Foundation parade “floats” during 4th of July & Miner’s Day parades
- Opportunity to create sponsor-specific Live PC Give PC team page for your staff to raise money for their favorite nonprofits
- Invitation to join Live PC Give PC Task Force
- Opportunity for Park City Community Foundation to curate a Lunch and Learn for your employees to share local volunteer opportunities, Live PC Give PC information, or present on any of our initiatives
- Option for Live PC Give PC vehicle decals for your fleet of vehicles and a Sponsor Badge for your website
- Invitation to Park City Community Foundation events including Community Fund Site Visits, First Tracks, and Speaker Series

APEX SPONSOR: \$12,500

6 Available

The Apex Sponsorship is being upgraded for 2024! The Community Foundation does so much more than Live PC Give PC, and we want you to be with us through it all. The Apex Sponsorship provides additional exposure for your business throughout the year and aligns you with other areas of our work. It still includes a **Leaderboard Sponsor during Live PC Give PC** and *also* highlights you as the sponsor of **one additional Community Foundation event during the year.**

Advertising and Media

- Leaderboard sponsor for a cause you love during Live PC Give PC. A portion of your sponsorship will directly benefit leaderboard winners as prizes
- Logo placement on printed materials, including hundreds of posters placed around town and direct mail postcards sent to 15,000 full-time and part-time residents
- Recognition as an Apex Sponsor on paid advertising during Live PC Give PC – Park Record full page ads, Mile Post, Mountain Express Magazine, and more
- Option to participate in Media Interviews including KPCW and Fox13 related to Live PC Give PC
- Inclusion of company name in official press release about Live PC Give PC
- Logo on Live PC Give PC website homepage (estimated 44,000 unique visitors Oct-Nov), including direct link to company website
- Recognition as Apex Sponsor and logo placement within 15+ e-newsletters reaching over 8,000 Park City Community Foundation and Live PC Give PC supporters
- Custom, boosted social media ads highlighting Apex Sponsor name, including a tag and logo placement, targeting key demographics, categories, behaviors, and markets (est. 50,000 impressions)
- Social media post promotion recognizing Apex Sponsor and Leaderboard category on Facebook and Instagram leading up to Live PC Give PC

APEX SPONSOR: \$12,500

6 Available

Brand Awareness during Live PC Give PC

- Prominent name placement on Leaderboard on Live PC Give PC homepage
- Logo inclusion on interior signage at Live PC Give PC Celebration event, attended by over 300 people
- Exclusive early access to Live PC Give PC party
- Option to participate in Live PC Give PC day of events, including first choice of volunteer location

Brand Awareness During Additional Event*

- Logo placement on invitation
- Logo and/or name inclusion on event promotional materials. Exact placement will vary based on event.
- Logo and/or company name displayed at event
- Recognition as event sponsor from podium at event
- 5 reserved spaces at event, open to employees or clients



**Additional event opportunities may include: Early Childhood Alliance Summer Party, Youth United Fundraiser, Climate Fund Event, or Women's Giving Fund seasonal event, etc.*

APEX SPONSOR: \$12,500

6 Available



Additional Benefits

- Logo banner inclusion and option to participate in Park City Community Foundation parade “floats” during 4th of July & Miner’s Day parades
- Opportunity to create sponsor-specific Live PC Give PC team page for your staff to raise money for their favorite nonprofits
- Invitation to join Live PC Give PC Task Force
- Opportunity for Park City Community Foundation to curate a Lunch and Learn for your employees to share local volunteer opportunities, Live PC Give PC information, or present on any of our initiatives
- Option for Live PC Give PC vehicle decals for your fleet of vehicles and a Sponsor Badge for your website
- Invitation to Park City Community Foundation events including Community Fund Site Visits, First Tracks, and Speaker Series

SUMMIT SPONSOR: \$7,500

The Summit Sponsorship is a powerful force behind Live PC Give PC. We consider this the “locals’ sponsor” as your logo is printed on the materials that are plastered around town during Live PC Give PC and seen in all of locals’ favorite gathering spots. Benefits are focused on Live PC Give PC and include:

Advertising and Media

- Logo placement on printed materials, including hundreds of posters placed around town and direct mail postcards sent to 15,000 full-time and part-time residents
- Recognition as a Summit Sponsor on paid advertising – Park Record full page ads, Mile Post, Mountain Express Magazine
- Inclusion of company name in official press release
- Logo on Live PC Give PC website homepage (estimated 44,000 unique visitors Oct-Nov), including direct link to company website
- Recognition as Summit Sponsor and logo placement within 15+ e-newsletters reaching over 8,000 Park City Community Foundation and Live PC Give PC supporters

Brand Awareness during Live PC Give PC

- Logo inclusion on interior signage at Live PC Give PC Celebration event, attended by over 300 people
- Exclusive early access to Live PC Give PC party
- Option to participate in Live PC Give PC day of events, including first choice of volunteer location
- Invitation to join Live PC Give PC Task Force
- Option to participate in Park City Community Foundation parade “floats” during 4th of July & Miner’s Day parades
- Opportunity to create sponsor-specific Live PC Give PC team page to track fundraising of your staff and/or clients
- Option for Live PC Give PC decals for company vehicles and a Sponsor Badge for your website
- Invitation to additional Park City Community Foundation events including Community Fund Site Visits, First Tracks, and Speaker Series

CREST SPONSOR: \$3,000

The Crest Sponsorship is the entry point to secure a footprint during Live PC Give PC. We want Live PC Give PC to be an inclusive event for all community members, and the Crest Sponsorship is a great way to put your stamp on the event. Benefits primarily focus on a digital presence during Live PC Give PC and include:

Advertising and Media

- Logo on Live PC Give PC website homepage (estimated 40,000 unique visitors Oct-Nov), including direct link to company website
- Social Media post promotion recognizing Crest Sponsors on @parkcitycf Facebook and Instagram
- Inclusion of company name in official press release

Brand Awareness during Live PC Give PC

- Logo inclusion on interior signage at Live PC Give PC Celebration event, attended by over 300 people
- Exclusive early access to Live PC Give PC party
- Option to participate in Live PC Give PC day of events, including first choice of volunteer location
- Invitation to join Live PC Give PC Task Force
- Option to participate in Park City Community Foundation parade “floats” during 4th of July & Miner’s Day parades
- Opportunity to create sponsor-specific Live PC Give PC team page to track fundraising of your staff and/or clients
- Option for Live PC Give PC decals for company vehicles and a Sponsor Badge for your website
- Invitation to additional Park City Community Foundation events including Community Fund Site Visits, First Tracks, and Speaker Series



THANK YOU

Please contact Abbey Eddy to get involved
or with any questions.

Email abbey@parkcitycf.org