

Clearfield's Freedom Festival



About the festival

Freedom Festival

- One day
- Three events
 - Fun Run
 - Hometown Parade
 - Festival
- 15,000+ attendance



Resident Data

Partnering with us helps you:

- Reach younger audiences
 - Millennials, Generation Z
- Interact with the 2nd largest Hispanic population in Davis County
- Engage with young families
 - Young parents with kids 0-5 years

31,900
residents

\$62,300
median household
income

30%
of residents are
under 18 years

27.9
median age



CLEARFIELD
UTAH'S MILITARY CITY

48%
female

19%
Hispanic or Latino

22%
of residents
graduated college

59%
of residents
are homeowners

Freedom Festival Engagement Opportunities

Our packages are customizable.

- We can edit any of the following pre-built packages to better fit your brand.
- Pre-built packages available:
 - Title Event Sponsor
 - Gold
 - Silver
 - Bronze
 - Local Select Sponsor



Gold Title Event Sponsor

Festival at Fisher Park

Maximum Exposure: 10,000 - 15,000+

- Naming rights for event: The Company Name Festival
- Logo and company name on printed promotional material
- Logo on stage banners
- Promo video playing on LED screen
- Event emcee shoutouts
- Logo featured on VIP bag
- 5 VIP tickets and 2 reserved parking spots
- Booth space
- **Hometown Parade, Freedom Run, and Paint the Bridge packages included**

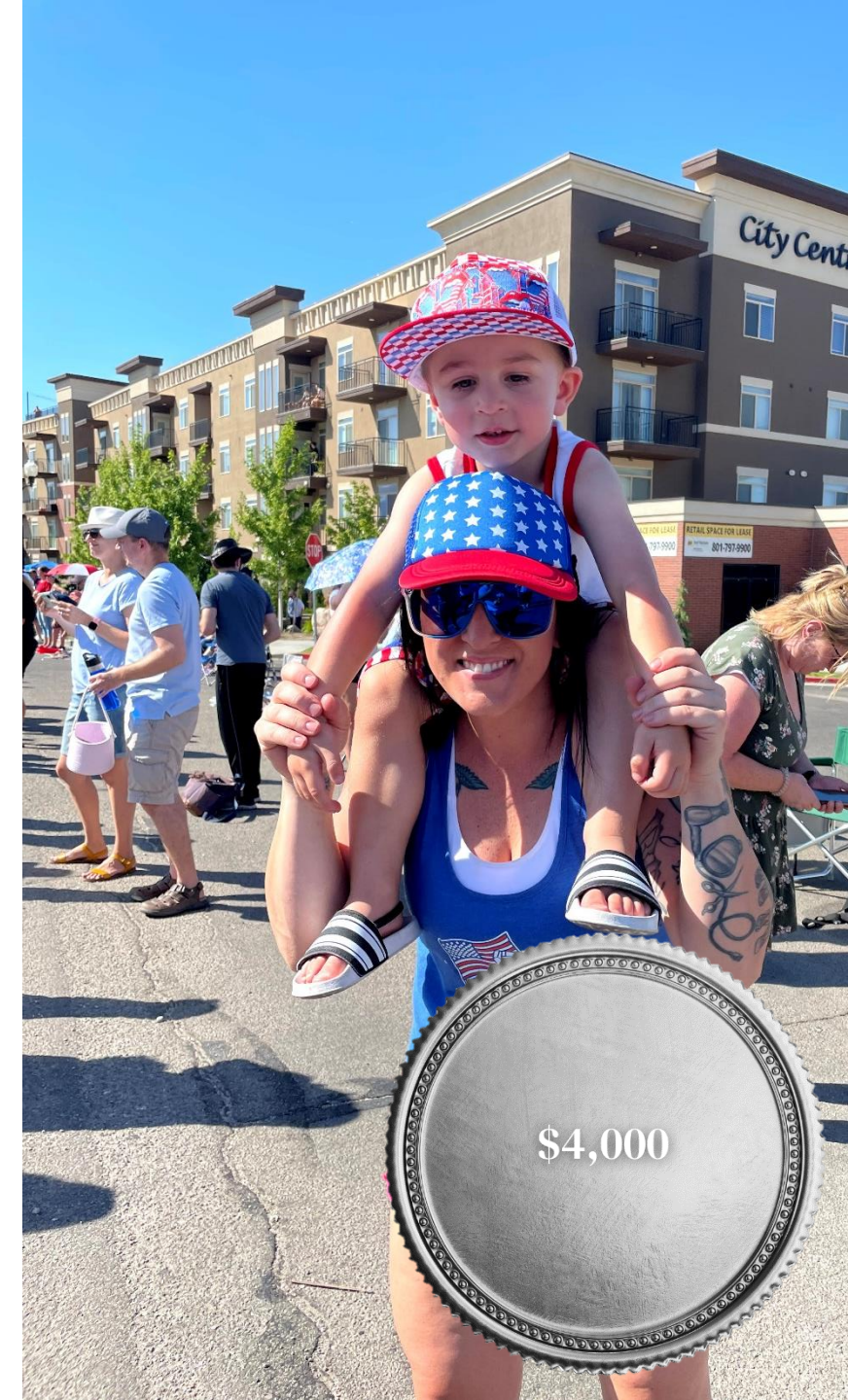


Silver Title Event Sponsor

Hometown Parade

Very High Exposure: 5,000 - 9,999

- Naming rights for event: The Company Name Hometown Parade
- Logo and company name on printed promotional material
- Parade emcee shoutouts
- Parade entry
- Logo and company name on banner at parade front and rear
- Giveaway of company branded item from Clearfield City float

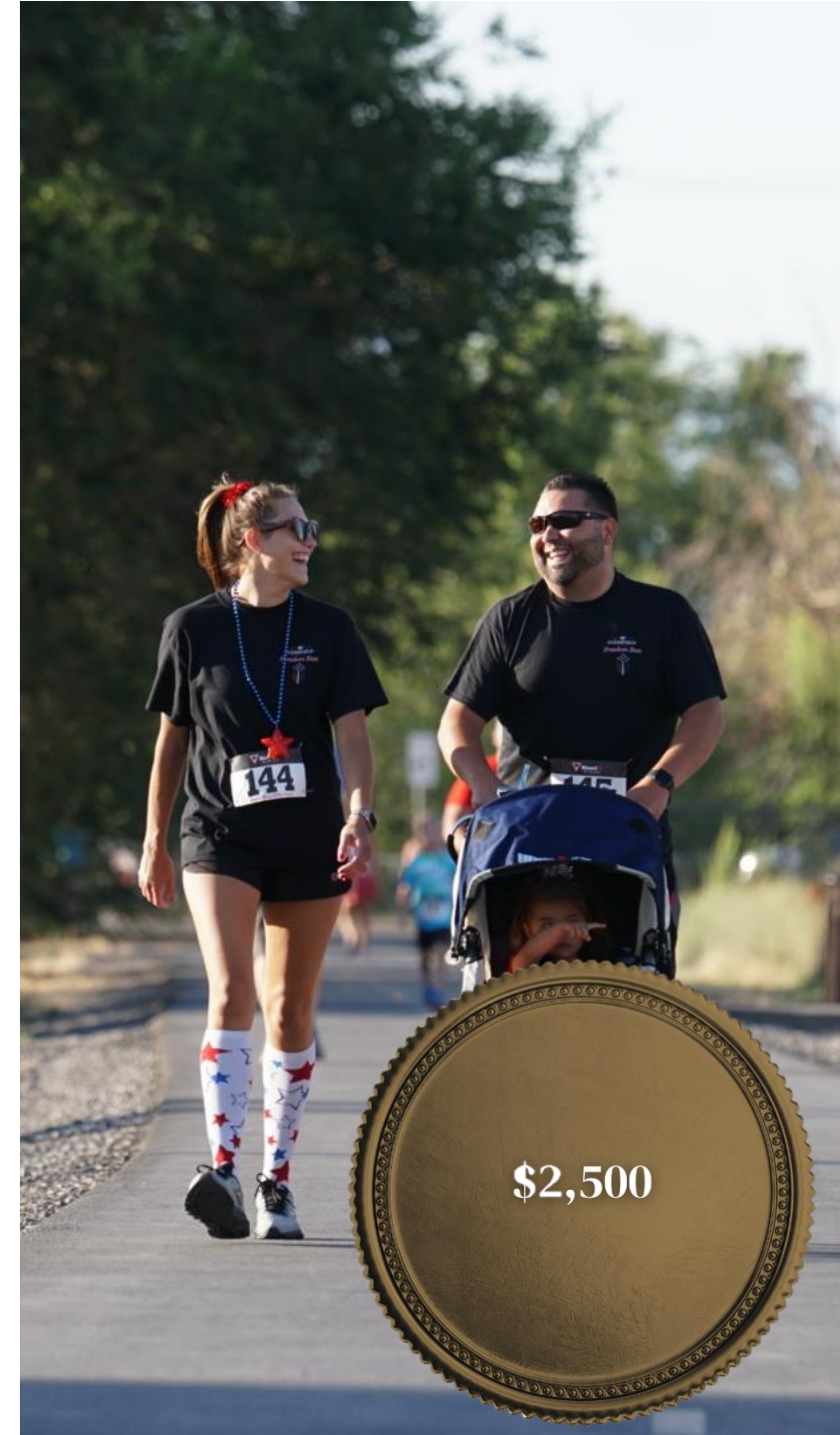


Bronze Title Event Sponsor

Freedom Run 5K

Medium Exposure: 100 - 999

- Naming rights for event: The Company Name Freedom Run
- Logo and company name on printed promotional material
- Run emcee shoutouts
- Booth Space
- Logo on start and finish line
- Logo on mile markers on route
- Logo on T-Shirt and SWAG bag



Local Select Sponsor

Maximum Exposure: 10,000+

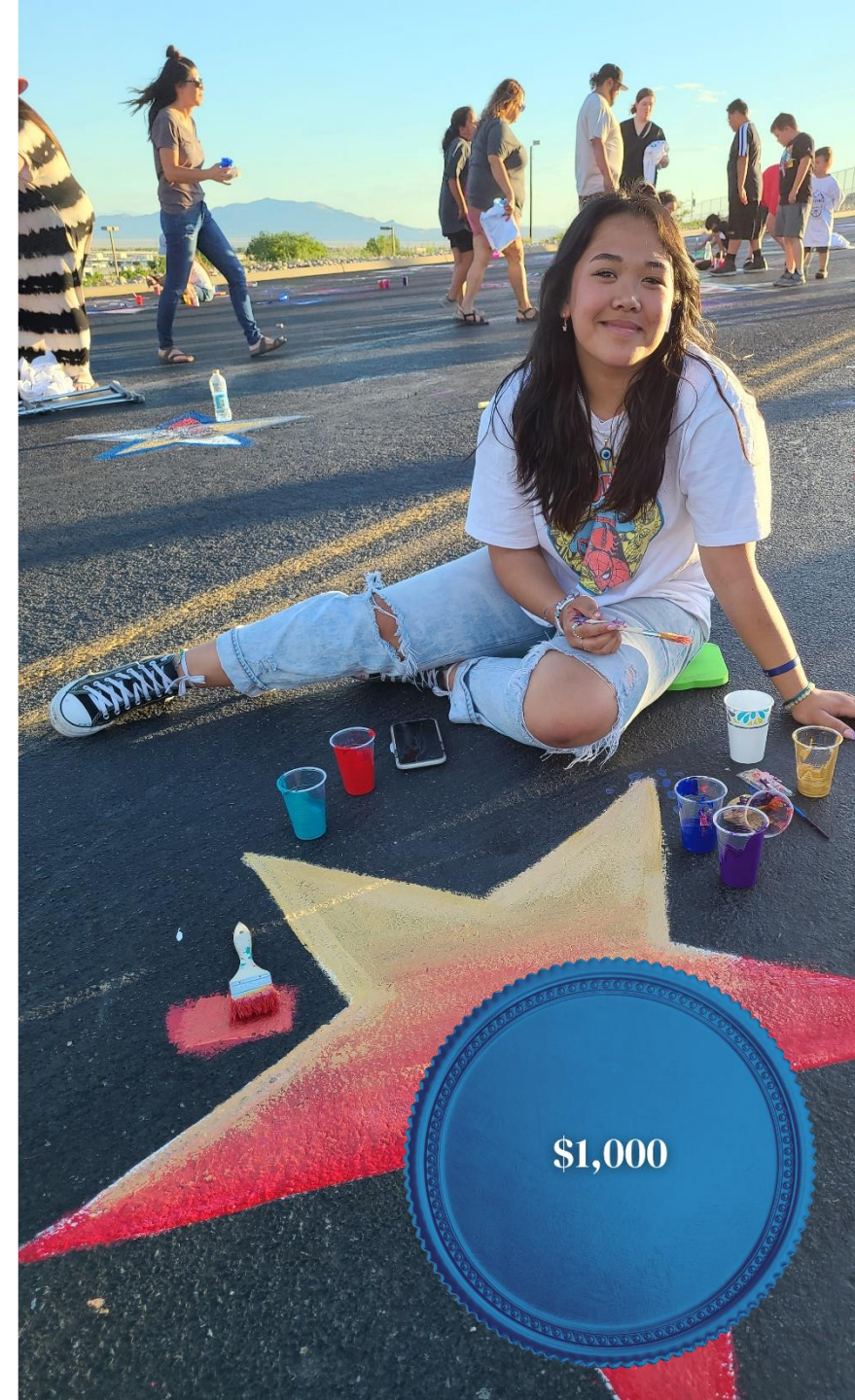
- Logo on walkways throughout Festival at Fisher Park
- Logo on mile markers at Freedom Run
- Ad in Patriotic Concert playbill
- Ad at Pool Party
- Ad on Festival screens at Fisher Park
- SWAG giveaway from either Festival stage or Parade emcee



Paint the Bridge Sponsor

Medium Exposure: 100 - 999

- Featured sponsor for event
- Logo and company name on printed promotional material
- Logo and company name on digital promotional material
- Booth space
- Paint stations with your organization's name and logo





We want to hear
from you!

*Do you like what you see?
How can we customize this for your brand?*

*Contact:
Shaundra Rushton
Clearfield City Communication Manager
385-492-0091, pr@clearfieldcity.org*