



Sponsorship Information

The City of Cheyenne Community Recreation and Events Department invites you to be part of the 42nd Annual Superday, a celebration that marks the beginning of July as National Parks and Recreation Month. Hosted by the City of Cheyenne Community Recreation and Events Department, Superday aims to promote greater awareness of the value and availability of local recreation and leisure activities.

Save the date for Superday 2024 on Saturday, June 22nd, at the south end of Lions Park in Cheyenne from 10 am to 4 pm.

In previous years, Superday has featured 26 Food Trucks, and over 150 Vendors, with an estimated attendance of 20,000 people. Events throughout the day have included a 5K Fun Run, Tour de Prairie, Chalk Art Festival, Squirr Gun Fight, Water Sports, Gasoline Alley, Sports Tournaments, Entertainment, Inflatables, Touch-A-Truck, Kidzone Games, Train Rides, and more!

We invite you to join us in this celebration by becoming a sponsor for Superday. We look forward to your participation on June 22nd, 2024.





Sponsorship Levels

Saturday, June 22, 2024

	SPONSORSHIP AMOUNT	PLATINUM SPONSOR \$2,500+	GOLD SPONSOR \$1,000+	SILVER SPONSOR \$500+	TOUR DE PRAIRIE SPONSOR \$500+	5K FUN RUN AND WALK SPONSOR \$500+
ONSITE	SECURED EXCLUSIVE PROMOTIONAL VENDOR SPACE IN A PREMIER LOCATION	X	X	X	X	X
	ON-STAGE ACKNOWLEDGMENTS: ELEVATED SHOUT OUTS FROM THE MAIN STAGE	X	X	X	X	X
PRINT	PROMINENT BRAND FEATURE IN NEWSPAPER	X	X	X	X	X
	BRAND VISIBILITY ON BANNERS FOR MAXIMUM RECOGNITION	X	X	X	X	X
	ELEVATED BRAND PRESENCE ON YARD SIGNS FOR INSTANT RECOGNITION	X	X	X	X	X
	STRIKING BRAND PRESENCE ON CAPTIVATING POSTERS FOR MAXIMUM RECOGNITION	X	X	X	X	X
	DISTINGUISHED BRAND RECOGNITION ON SUPERDAY BROCHURE PROVIDED TO EVERY ATTENDEE	X	X	X	X	X
SOCIAL	INCLUSION OF YOUR NAME IN SPONSOR SOCIAL RECOGNITION POST: AMPLIFYING YOUR VISIBILITY AND IMPACT	X	X			
	LOGO FEATURED IN FACEBOOK RECOGNITION POST: AMPLIFYING YOUR BRAND'S PRESENCE	X				
DIGITAL	NAME RECOGNITION FEATURED ON CHEYENNE RECREATION'S HOMEPAGE: ELEVATING YOUR VISIBILITY ONLINE	X				

IN KIND SPONSOR: LOGO RECOGNITION ON SPONSOR BANNER AND RECOGNITION BASED ON LEVEL. EXAMPLES INCLUDE CATERING SUPPORT, BEVERAGE SPONSORSHIP, ADVERTISEMENT ASSISTANCE, EQUIPMENT PROVISIONS, AND SERVICE CONTRIBUTIONS.

FOR SPONSORSHIP INFORMATION, PLEASE CONTACT ALIEA EDNIE AT 307-757-7166 OR EMAIL AEDNIE@CHEYENNECITY.ORG