



# Sponsorship Information

*The City of Cheyenne Community Recreation and Events Department invites you to be part of the 43rd 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 2025 on Saturday, June 28th, at the south end of Lions Park in Cheyenne from 10 am to 4 pm.*

*This year, Superday will feature 26 food trucks and over 150 vendors, with an anticipated attendance of 20,000 people. Events throughout the day will include a 5K Fun Run, Tour de Prairie, Squirt Gun Fight, Water Sports, Pickleball and Cornhole 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 28th, 2025.*







# Sponsorship Levels

Saturday,  
June 28, 2025

	SPONSORSHIP AMOUNT	PRESENTING SPONSOR \$25,000+	PLATINUM SPONSOR \$10,000+	TITANIUM SPONSOR \$5,000+	GOLD SPONSOR \$3,000+	SILVER SPONSOR \$1,000+	BRONZE SPONSOR \$500+
ONSITE	SECURED EXCLUSIVE PROMOTIONAL VENDOR SPACE IN A PREMIER LOCATION	2 VENDOR SPACES AT ENTRANCES	2 VENDOR SPACES BY ENTRANCES	2 VENDOR SPACES	2 VENDOR SPACES	2 VENDOR SPACES	1 VENDOR SPACE
	ON-STAGE ACKNOWLEDGMENTS: ELEVATED SHOUT OUTS FROM THE MAIN STAGE	★	★	★	★	★	★
PRINT	BRAND VISIBILITY ON BANNERS FOR MAXIMUM RECOGNITION	★	★	★	★	★	★
	DISTINGUISHED BRAND RECOGNITION ON SUPERDAY BROCHURE PROVIDED TO EVERY ATTENDEE	★	★	★	★	★	★
	PROMINENT BRAND FEATURE IN NEWSPAPER	★	★	★	★	★	
	STRIKING BRAND PRESENCE ON CAPTIVATING POSTERS FOR MAXIMUM RECOGNITION	★	★	★	★	★	
	ELEVATED BRAND PRESENCE ON YARD SIGNS FOR INSTANT RECOGNITION	★	★	★	★		
DIGITAL	NAME RECOGNITION FEATURED ON CHEYENNE RECREATION'S HOMEPAGE: ELEVATING YOUR VISIBILITY ONLINE	★	★	★	★		
SOCIAL	INCLUSION OF YOUR NAME IN SPONSOR SOCIAL RECOGNITION POST: AMPLIFYING YOUR VISIBILITY AND IMPACT	★	★	★	★		
	LOGO FEATURED IN FACEBOOK RECOGNITION POST: AMPLIFYING YOUR BRAND'S PRESENCE	★	★	★			
COMPLIMENTARY	COMPLIMENTARY REGISTRATIONS FOR TOUR DE PRAIRIE AND FOR THE 5K FUN RUN	10 - TDP 20 - 5K FUN RUN	5 - TDP 10 - 5K FUN RUN				
LOGO	LOGO RECOGNITION IN THE SUPERDAY LOGO	★					

**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 RICE AT  
307-757-7166 OR EMAIL [ARICE@CHEYENNECITY.ORG](mailto:ARICE@CHEYENNECITY.ORG)**