



Sponsorship Information

The City of Cheyenne Community Recreation and Events Department invites you to participate in the 44th Annual Superday, a celebration that marks the beginning of July as National Parks and Recreation Month. Presented by Ken Garff Toyota Cheyenne, Superday aims to promote greater awareness of the value and availability of local recreation and leisure activities.

This year's theme is the "America 250th Celebration." We encourage you to showcase your patriotic spirit by incorporating red, white, and blue décor, displays, or themed attire.

Save the date! Superday will take place on Saturday, June 27, 2026, at the South end of Lions Park in Cheyenne.

Expect an exciting day featuring 26 food trucks and over 150 vendors, with attendance expected to exceed 20,000. Events throughout the day will include a 5K Fun Run, Squirrt Gun Fight, Water Sports, Pickleball and Grass Volleyball Tournament, 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!





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	SPONSORSHIP AMOUNT	PRESENTING SPONSOR \$15,000+	PLATINUM SPONSOR \$10,000+	TITANIUM SPONSOR \$5,000+	GOLD SPONSOR \$3,000+	SILVER SPONSOR \$1,000+	BRONZE SPONSOR \$500+
ONSITE	SECURE A PROMOTIONAL VENDOR SPACE IN A PREMIER LOCATION	2+ VENDOR SPACES AT ENTRANCES OR IN PARK	2 VENDOR SPACES BY ENTRANCES	2 VENDOR SPACES	2 VENDOR SPACES	2 VENDOR SPACES	1 VENDOR SPACE
	ON-STAGE ACKNOWLEDGMENTS: SHOUT OUTS FROM THE MAIN STAGE	★	★	★	★	★	★
PRINT	BRAND VISIBILITY ON BANNERS AT SUPERDAY	★	★	★	★	★	★
	BRAND RECOGNITION ON SUPERDAY BROCHURE	★	★	★	★	★	★
	BRAND FEATURE IN NEWSPAPER	★	★	★	★	★	
	BRAND PRESENCE ON SUPERDAY POSTERS	★	★	★	★	★	
	BRAND PRESENCE ON YARD SIGNS AT SUPERDAY	★	★	★	★		
DIGITAL	NAME RECOGNITION FEATURED ON CHEYENNE RECREATION'S HOMEPAGE	★	★	★	★		
SOCIAL	INCLUSION OF YOUR NAME IN SPONSOR SOCIAL RECOGNITION POST	★	★	★	★		
	LOGO FEATURED IN FACEBOOK RECOGNITION POST	★	★	★			
COMPLIMENTARY	COMPLIMENTARY REGISTRATIONS FOR THE 5K FUN RUN	20 - 5K FUN RUN	10 - 5K FUN RUN				
LOGO	LOGO RECOGNITION IN THE SUPERDAY LOGO	★					

IN-KIND SPONSOR: LOGO RECOGNITION ON THE SPONSOR BANNER AND RECOGNITION BASED ON LEVEL. EXAMPLES INCLUDE PROVIDING STAFF LUNCHES, DONATING BEVERAGES SUCH AS SODA AND COFFEE, ASSISTING WITH ADVERTISING, SUPPLYING EQUIPMENT, OR OFFERING SERVICES.

FOR MORE INFORMATION, PLEASE CONTACT ALIEA RICE AT 307-757-7166 OR EMAIL ARICE@CHEYENNECITY.ORG.