



SPONSOR OPPORTUNITY INFORMATION PACKET



West Valley City National Night Out Program

West Valley City Communications Department, Neighborhood Services Office
3600 S Constitution Boulevard, Suite 230 | West Valley City, Utah 84119
neighborhoods@wvc-ut.gov

www.wvc-ut.gov/nno





WWW.WVC-UT.GOV/NNO

West Valley City National Night Out

Dear Community Partner:

Due to COVID-19, National Night Out 2020 events have been postponed until late September and early October. Over a 4 to 5 week period, West Valley City will PROUDLY join thousands of communities nationwide for the **37th** annual National Night Out crime and drug prevention program. In 2019 we estimate that over 12,000 residents participated in events hosted by the City or held in neighborhoods. The City sponsored, planned and hosted two safety fairs and one community-wide party. Additionally, fifty known block parties were held in various neighborhoods around the City. Finally, the City was involved in several neighborhood watch meetings, trainings, public speaking engagements and community events. For **16** consecutive years the National Association of Town Watch has recognized West Valley City as a National leader for communities with populations between 100,000 - 299,000. A list of the 2020 events being planned are included on the next page. Please note, plans are subject to change as all the events being planned take into consideration frequently changing guidance and requirements of the State and Salt Lake County Health Department.

2019 was an amazing year. Community sponsors graciously stepped forward to support these events making this West Valley City tradition even stronger! With continued support of community-conscious sponsors, the West Valley City National Night Out program will provide meaningful crime prevention education opportunities to the residents of West Valley City and help build stronger neighborhoods in our great community. In the following pages of this sponsorship packet you will find detailed information about how you, as a sponsor, can receive maximum benefits and exposure.

Thank you for your time and consideration of this opportunity.

Sincerely,
Craig D. Thomas
Neighborhood Services Director



About West Valley City

ABOUT WVC

WVC: Utah's Second Largest Community

Our Target Audience:

- ALL residents of West Valley City

Our Goals:

- **Heighten** crime and drug prevention awareness;
- **Generate** support for, and participation in, local anti-crime programs;
- **Strengthen** neighborhood spirit and police-community partnerships; and
- **Inform** criminals that West Valley City neighborhoods are organized and fighting back.

West Valley City Demographics:

- 133,617 citizens, Utah's second-most populous city (2013 estimate)
- 43,656 households (2013 estimate)
- 50.4% male; 49.6% female (2010 Census)
- Median age: 30.6 years old (2013 estimate)
- 54.7% of the population is married (2013 estimate)
- 53.7% of the population is Caucasian, 33.1% of the population is Hispanic or Latino, 4.9% is Asian (2010 Census)
- Median household income is \$62,895 (2013 estimate)

Estimated Outreach:

(estimate only because all event are free to attend, and do not have controlled entry points)

- 2014 - 10,000+
- 2015 - 10,000+
- 2016 - 10,000+
- 2017 - 10,000+
- 2018 - 11,000+
- 2019 - 12,000+

Admission Cost:

- ALL events are FREE

Websites of interest:

- www.wvc-ut.gov/nno
- www.wvc-ut.gov/neighborhoods
- www.natw.org

WVC NNO OUTLINE

WVC: Utah's Largest NNO Program

Saturday, September 26

Neighborhood Block Parties
Locations vary
Times vary

Thursday, October 1

NNO Street Festival (KICK OFF PARTY!)
Fairbourne Station Promenade
5:30 to 8:00 pm

Tuesday, October 6

Neighborhood Block Parties
Locations vary
Times vary

Friday, October 16

Neighborhood Block Parties
Locations vary
Times vary

Monday, October 19

Senior Safety & Wellness Fair
Family Fitness Center
9:00 am to 11:00 pm

Thursday, October 22

Family Safety & Wellness Fair
Family Fitness Center
4:30 pm to 6:30 pm

Other events, meetings & appearances as requested.



Sponsor Levels

SPONSOR LEVELS	SPONSOR SIGN UP
<p>Platinum Level Sponsor</p> <ul style="list-style-type: none"> Reserved for event organizing City Departments <p>Gold Level Sponsor \$3,000</p> <ul style="list-style-type: none"> Logo (large) included on sponsors banners located throughout West Valley City Logo (large) included on sponsors poster at ALL events and neighborhood block parties Space at City sponsored events (if requested) Handout of any promotional materials/coupons in block party event packets (due 07/01) Logo (large) and link on the sponsor web page <p>Silver Level Sponsor \$2,000</p> <ul style="list-style-type: none"> Logo (medium) included on sponsors poster at ALL events and block parties Handout of any promotional materials/coupons in block party event packets (due 07/01) Logo (medium) and link on the sponsor web page <p>Bronze Level Sponsor \$1,000</p> <ul style="list-style-type: none"> Logo (small) on the sponsor web page 	<p>ALL sponsorship requests will be reviewed by the West Valley City Attorneys Office to guarantee that the mission and goals of the requesting business/organization meet with the vision and goals of West Valley City and the National Night Out program.</p> <p>Name:</p> <p>Address:</p> <p>Zip Code:</p> <p>Website:</p> <p>Facebook:</p> <ul style="list-style-type: none"> Is this your first year participating in the WVC NNO program? No / Yes Please attach a document outlining your interest in the program and how your business/organization fits with the intent and mission of the NNO program.
<p>Please provide a logo in pdf, jpg & eps vector formats along with any style-guide requirements.</p>	<p>SPONSOR CONTACT</p> <p>ALL sponsorship requests will be reviewed by the West Valley City Attorneys Office to guarantee that the mission and goals of the requesting business/organization meet with the vision and goals of West Valley City and the National Night Out program.</p> <p>Name:</p> <p>Email Address:</p> <p>Office Number: Cell Number:</p> <p>INTEREST LEVEL</p> <p><input type="radio"/> Gold</p> <p><input type="radio"/> Silver</p> <p><input type="radio"/> Bronze</p> <p><input type="radio"/> Prefer to make a cash donation. Checks should be made payable to West Valley City: NNO</p> <p><input type="radio"/> Prefer to make an in-kind donation. Please describe the market value:</p>



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