



2022  
**SPONSOR  
OPPORTUNITY**  
Information Packet

**West Valley City**  
**National Night Out Program**  
Community Development Department  
Neighborhood Services Division  
3600 S Constitution Boulevard  
West Valley City, Utah 84119  
neighborhoods@wvc-ut.gov  
[www.wvc-ut.gov/nno](http://www.wvc-ut.gov/nno)





# West Valley City National Night Out

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Dear Community Partner:

Throughout the month of August, West Valley City will PROUDLY join thousands of communities nationwide for the 38th annual National Night Out crime and drug prevention program. In 2021, we estimate that over 9,000 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, 40 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 19 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 2022 events being planned are included on the next page.

2021 was a great year and we hope to continue and increase the energy and efforts of the traditions of National Night Out in 2022. Community sponsors have 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:

- 140,230 citizens, Utah's second-most populous city (2020 Census)
- 37,078 households (2020 Census)
- 51% male; 49% female (2020 Census)
- Median age: 30.5 years old (2019 estimate)
- 56.7% of the population is Caucasian, 40% of the population is Hispanic or Latino, 5% is Asian (2020 Census)
- Median household income is \$70,427 (2020 Census)

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+
- 2020 - 600+
- 2021 - 9,000+

Admission Cost:

- ALL events are FREE

Websites of interest:

- [www.wvc-ut.gov/nno](http://www.wvc-ut.gov/nno)
- [www.wvc-ut.gov/neighborhoods](http://www.wvc-ut.gov/neighborhoods)
- [www.natw.org](http://www.natw.org)

### WVC NNO OUTLINE

WVC: Utah's Largest NNO Program

Tuesday, August 2

Neighborhood Block Parties  
Locations vary  
Times vary

Saturday, August 8

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

Saturday, August 20

Safe Kids Utah Health & Safety Fair  
Centennial Park  
10:00 am to 4:00 pm

Friday, August 26

Neighborhood Block Parties  
Locations vary  
Times vary

Wednesday, August 31

Community Heroes Celebration (WRAP UP PARTY!)  
Fairbourne Station  
Food Trucks  
5:30 to 8:00 pm

Other events, meetings & appearances as requested.

Other City events taking place in August:

Food Trucks at Fairbourne, Every Wednesday



## SPONSOR LEVELS

SPONSOR LEVELS	SPONSOR SIGN UP
<p>Platinum Level Sponsor</p> <ul style="list-style-type: none"> <li>Reserved for event organizing City Departments</li> </ul> <p>Gold Level Sponsor \$3,000</p> <ul style="list-style-type: none"> <li>Logo (large) included on sponsors banners located throughout West Valley City</li> <li>Logo (large) included on sponsors poster at ALL events and neighborhood block parties</li> <li>Space at City sponsored events (if requested)</li> <li>Handout of any promotional materials/coupons in block party event packets (due 07/01)</li> <li>Logo (large) and link on the sponsor web page</li> </ul> <p>Silver Level Sponsor \$2,000</p> <ul style="list-style-type: none"> <li>Logo (medium) included on sponsors poster at ALL events and block parties</li> <li>Handout of any promotional materials/coupons in block party event packets (due 07/01)</li> <li>Logo (medium) and link on the sponsor web page</li> </ul> <p>Bronze Level Sponsor \$1,000</p> <ul style="list-style-type: none"> <li>Logo (small) on the sponsor web page</li> </ul>	<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"> <li>Is this your first year participating in the WVC NNO program? No / Yes</li> <li>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.</li> </ul>
	<h3>SPONSOR CONTACT</h3> <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>Please provide a logo in pdf, jpg &amp; eps vector formats along with any style-guide requirements.</p>	<h3>INTEREST LEVEL</h3> <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 <b>West Valley City: NNO</b></p> <p><input type="radio"/> Prefer to make an in-kind donation. Please describe the market value:</p>



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