



CAMPUS PARTNERSHIPS



CAMPUS CONCERTS

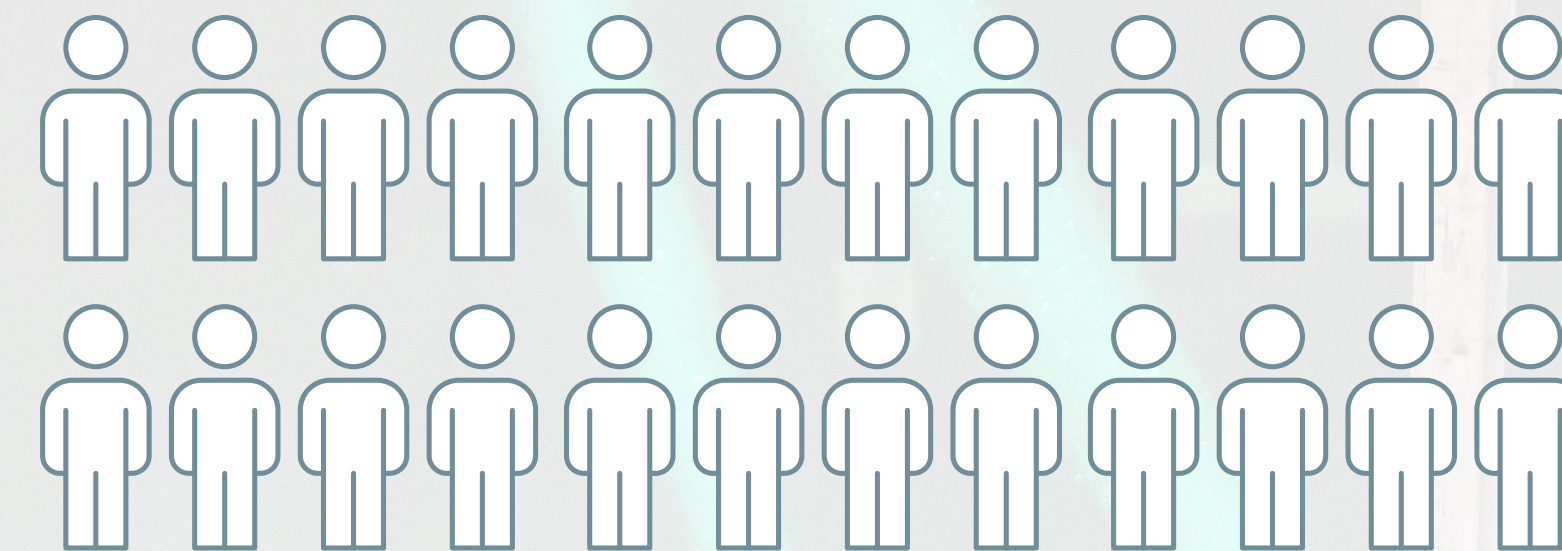
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About Campus Concerts

Redfest is the U of U's annual Fall concert held in mid-September. In attendance are 2k–3k exuberant students and fans enjoying a music festival experience on the Union lawn.

The Grand Kerfuffle is the Spring concert, and is the biggest concert event of the year for U of U students, with an attendance of 3k–4k. Held annually in mid-April and organized by ASUU, the concert traditionally features national artists that in the past have included: Swae Lee, Jessie McCartney, Migos, Jurassic 5, Awolnation, Violent Femmes, Icona Pop, Earl Sweatshirt, Bleachers, Omar Apollo, and Amine. Each year's location is TBD.



2K–3K

REDFEST

3K–4K

THE GRAND KERFUFFLE

**CONCERT AND MUSIC
FESTIVAL ATMOSPHERE**

Your Reach: University Students

The University of Utah is the flagship institution of higher education in the state. With a diverse student body of over 35,000 undergraduate and graduate students, the University represents an incredible opportunity to reach a highly influential, early-adopting demographic.

Additionally, all proceeds from event sponsorships are being donated to the University Counseling Center to help with mental health initiatives.



STUDENT BODY

35,236

(26,827 Undergrad | 8,409 Grad)



SPENDING POWER

\$700M/year



Presenting Partner Exclusive Opportunity

PRESENTING PARTNER | \$15,000

PREMIUM VENDOR BOOTH

EVENT TICKETS (UP TO 20)

PRIMARY LOGO PLACEMENT ON ALL EVENT MARKETING

LINK TO PARTNER WEBSITE FROM EVENT WEB PAGE

EXCLUSIVE LOGO ON BANNERS AND EVENT SIGNAGE

AUDIENCE INTERACTION DURING EVENT





Crimson Partner Five Available

CRIMSON PARTNER | \$5,000

VENDOR BOOTH

EVENT TICKETS (UP TO 10)

SECONDARY LOGO PLACEMENT ON ALL EVENT MARKETING

SECONDARY LOGO ON BANNERS AND EVENT SIGNAGE

RECOGNITION FROM STAGE



Booth Opportunities

Multiple Available
Depending on Space

BASIC BOOTH | \$1,000

BASIC ACTIVATION SPACE (6 FT TABLE WITH TWO CHAIRS)



	PRESENTING PARTNER \$15,000	GOLD PARTNER \$7,500	BASIC BOOTH \$1,000
OPPORTUNITIES AVAILABLE	1	5	AS SPACE ALLOWS
VENDOR BOOTH	PREMIUM SPOT	6 FT TABLE	6 FT TABLE
EVENT TICKETS	UP TO 20	UP TO 10	
LOG ON ALL MARKETING	PRIMARY PLACEMENT	SECONDARY PLACEMENT	
EVENT BANNERS AND SIGNAGE	EXCLUSIVE PLACEMENT	SECONDARY PLACEMENT	
EVENT INTERACTION	OPPORTUNITY DURING EVENT	RECOGNITION FROM STAGE	
WEBSITE LINK	ON EVENT PAGE		

Let's Get Started

We are as invested in your Campus Partnership as you are and we have built our team to prove that. With a Campus Partnership you can expect world class service and our team diligently working to ensure you realize the full value of your investment.

We're ready to start building a partnership. Contact us today to get started!



Jordan Schmitz

Sponsorship & Advertising
Sales Manager

✉ jordan.schmitz@utah.edu

☎ 701-770-8205



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