



**FARM BUREAU FINANCIAL SERVICES**

*Insurance • Investments*

&



at



**Proposal for  
Marketing Partnership**



## **FARM BUREAU FINANCIAL SERVICES**

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### **RECEIVES**

#### **\$2500 Sponsorship**

1. Cornbelly's Corn Maze & Pumpkin Fest will provide Farm Bureau Financial Services with the designation and rights as an Official Sponsor of the Cornbelly's Corn Maze & Pumpkin Fest at Thanksgiving Point. Farm Bureau Financial Services will be named as such in all information distributed to local and statewide media.
2. Cornbelly's Corn Maze & Pumpkin Fest will provide Farm Bureau Financial Services with 50 complimentary admission tickets valued at \$15.95 each.
3. Cornbelly's Corn Maze & Pumpkin Fest will provide Farm Bureau Financial Services management and their families with free admission to the VIP night.
4. Cornbelly's Corn Maze & Pumpkin Fest will provide Farm Bureau Financial Services with mentions in select advertising/promotional efforts:
  - Facebook promotions
  - Web site – [www.cornbellys.com](http://www.cornbellys.com)
5. Cornbelly's Corn Maze & Pumpkin Fest will provide Farm Bureau Financial Services with recognition on sponsor signage onsite.
6. Cornbelly's Corn Maze & Pumpkin Fest will provide Farm Bureau Financial Services with fall items to decorate storefront (i.e., pumpkins, stalks and gourds.)

#### **\$3500 Sponsorship**

7. Cornbelly's Corn Maze & Pumpkin Fest will provide Farm Bureau Financial Services with 50 additional admission tickets (valued at \$15.95 each), totaling 100.
8. Cornbelly's Corn Maze & Pumpkin Fest will provide Farm Bureau Financial Services with an ad space on the souvenir brochure/map given to the 90,000+ Cornbelly's attendees.
9. Cornbelly's Corn Maze & Pumpkin Fest will provide Farm Bureau Financial Services with a customer appreciation night when FBI customers would receive half price admission.
10. Cornbelly's Corn Maze & Pumpkin Fest will recognize Farm Bureau Financial Services as a sponsor on all bookmarks given out to 5,000+ students on educational field trips.



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## **PROVIDES**

1. Farm Bureau Financial Services will make a cash donation of either \$2500 or \$3500.
2. Farm Bureau Financial Services will provide a high-resolution logo.



## Fact Sheet & Demographic Data

### Background

Originally operating under the name The MAiZE, Utah's original corn maze was founded by BYU agri-business graduate Brett Herbst in Utah in 1996. Since that time, his successful cornfield venture has ignited into a "maze craze" that now challenges millions of curious maze-goers around the world each fall. Herbst now spends most of his time consulting for 250+ MAiZE sites in the United States, Canada, Poland and Europe. Still, his passion is his flagship location here in Utah.

His maze is located at Thanksgiving Point in Lehi and operates under the name Cornbelly's Corn Maze & Pumpkin Fest. Plans for this year's 16<sup>th</sup> Anniversary event are aimed at increasing total exposure and attendance.

### Attendance

Average attendance totals more than 90,000+.  
Approximately 60% reside in Utah County and 40% are from Salt Lake County.

### Demographics

Youth (0-19)	46.3%
Adults (20-55)	48.8%
Seniors (55+)	4.9%

### Dates of Operation

Sept 30-Oct 1, Oct. 7-29

