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## Proposal for Marketing Partnership



## RECEIVES

1. Cornbelly's Corn Maze & Pumpkin Fest will provide KSL 5 with the designation and rights as an Official Sponsor.
2. Cornbelly's Corn Maze & Pumpkin Fest will design the kiddie maze into the shape of the KSL 5 logo (in addition to a radio sponsor logo) and will provide KSL 5 with an aerial photo of it for promotional use. **This will be the FIRST time in 10 years that a sponsor logo has been carved into the corn maze.**
3. Cornbelly's Corn Maze & Pumpkin Fest will host a KSL 5 night where viewers are able to buy admission tickets for a discounted price of \$5.00 OR a KSL 5 night where \$5.00 of each admission is donated to the charity of KSL 5's choice. KSL 5 will choose which promotion it prefers.
4. Cornbelly's Corn Maze & Pumpkin Fest will provide KSL 5 with 50 complimentary, full-access admission tickets OR with a free employee night for KUTV employees and their families.
5. Cornbelly's Corn Maze & Pumpkin Fest will provide KSL 5 management and their families with free admission to the VIP grand opening event.
6. Cornbelly's Corn Maze & Pumpkin Fest will provide KSL 5 with the right to hang signage at the event.
7. Cornbelly's Corn Maze & Pumpkin Fest will provide KSL 5 with logo mentions in advertising/promotional efforts:
  - Coupons, fliers and posters distributed throughout Utah and Salt Lake Counties
  - Web site – [www.cornbellys.com](http://www.cornbellys.com)
  - Print advertising: Daily Herald, Deseret News, Salt Lake Tribune, Daily Universe
  - Direct mail advertising: ValPak, Hometown Values
  - Souvenir brochure given to all attendees with their tickets
8. Cornbelly's Corn Maze & Pumpkin Fest will provide KSL 5 with fall items to decorate office and/or give to viewers/employees (i.e., pumpkins, stalks and gourds.)



## **PROVIDES**

1. KSL 5 will create a television ad for Cornbelly's Corn Maze & Pumpkin Fest and will donate \$15,000 in airtime for the ad to run.
2. KSL 5 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 180+ MAiZE sites in the United States, Canada, Mexico, Portugal and Europe. Still, his passion is his flagship location here in Utah.

Having moved to several destinations in Utah County since 1996, his maze is currently located at Thanksgiving Point in Lehi. This year's design will honor the recently-unveiled Utah commemorative quarter.

With a new name, Cornbelly's Corn Maze & Pumpkin Fest, plans for this year's 10<sup>th</sup> Anniversary event are aimed at increasing total exposure and attendance. Investing twice the usual marketing and operations budget, Herbst is adding 10 new side attractions to the corn maze.

### Attendance

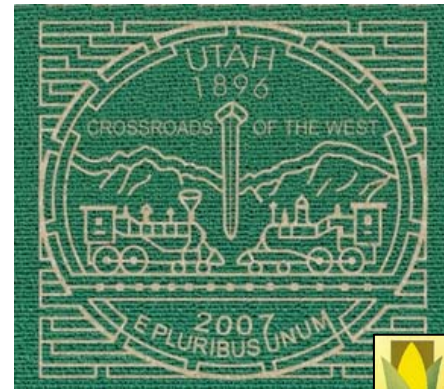
Average from 1996-2005: 40,000  
2006 Prediction: 50,000+

### Demographics

Youth (0-19)	53.8%
Adults (20-55)	41.3%
Seniors (55+)	4.9%

### Dates of Operation

September 22 through October 30



Preview of  
2006 Design marking  
10<sup>th</sup> Anniversary

