

UTAH ATHLETICS Proposal



and



Tactic	Cornbelly's at Thanksgiving Point	UTAH ATHLETICS
Ticket Promotions	<p>Cornbelly's will provide an admission discount when students/fans show their ticket from any UTAH athletic event (i.e., football, soccer, volleyball, etc.)</p> <p>In turn, UTAH will provide an admission discount when students/fans show their Cornbelly's ticket.</p>	<p>UTAH ATHLETICS will help to promote this discount opportunity.</p> <p>Cornbelly's will help to promote this discount opportunity.</p>
Swoop Appearance		<p>Swoop will make appearances at Cornbelly's to participate in the trick-or-treat parade with other local mascots & to take photos with fans.</p>
Tailgate Parties	<p>Cornbelly's will provide a mobile Barnyard Ball Zone game at the tailgate party and give away tickets & prizes.</p>	<p>UTAH ATHLETICS will provide a booth space for Cornbelly's to participate in the official tailgate party outside of the stadium.</p>
Rivalry Week Media Launch	<p>Cornbelly's will contact and invite media to the helicopter unveiling of the maze and to the grand opening.</p> <p>Cornbelly's will coordinate with both UTAH and BYU to secure representation by both universities.</p>	<p>UTAH ATHLETICS will provide a quote for the press release being sent out by Cornbelly's and/or a spokesperson to attend the media launch.</p> <p>UTAH ATHLETICS will help to arrange for athletes and/or Swoop and/or cheerleaders to attend the media launch during rivalry week & race through the maze against BYU counterparts.</p>
FREE Tickets	<p>Cornbelly's will provide a designated number of free tickets that UTAH ATHLETICS can utilize in contests or giveaways.</p>	<p>UTAH ATHLETICS will help to structure contests/giveaways and determine winners.</p>
Social Media	<p>Cornbelly's will provide social media mentions on Facebook regarding the rivalry maze, but also about any upcoming athletic events UTAH requests exposure for.</p>	<p>UTAH ATHLETICS will provide social media mentions (and give away tickets if desired) regarding the rivalry maze at Cornbelly's.</p>
Athletic Event Promotions		<p>UTAH ATHLETICS will provide Cornbelly's a list of any available promotional opportunities via sporting events between now and the end of October (i.e., ticket back or program ad space, half-time or on-field promotional sponsorships, etc.)</p>

Athlete Appearances		UTAH ATHLETICS will assist in arranging appearances for meet & greets, autograph signing, photo opps, etc. by current or former UTAH athletes or coaches.
UTAH Spirit Props	Cornbelly's will return this décor upon the completion of the season and also donate any UTAH-themed décor that is produced by us.	To create a fun UTAH atmosphere at Cornbelly's, UTAH ATHLETICS will help to secure props or décor (i.e., flags to hang on maze bridges, photo opp signage, rivalry video, fight song recording, etc.)

Contact

Kamille Combs, Cornbelly's at Thanksgiving Point, 801-427-8323, kamille@cornbellys.com

