



MINER PALOOZA

— [2021] —

SPONSORSHIP PACKAGES

CELEBRATING 31 YEARS | AUGUST 27, 2021

Minerpalooza is one of UTEP's most celebrated traditions. Now in its 31st year, this event launches the academic school year with live entertainment, carnival-style games, and delicious food. We invite you to join us for this celebration — come meet our student organizations and athletes, plus enjoy special performances by UTEP's Cheer Team, Dance Team, and Paydirt Pete! This will be an experience to remember...you won't want to miss it!

MINER DIAMOND LEVEL – \$15,000*

- Exclusive stage sponsor
- Feature a commercial or digital image branding on stage screen 6 times (30 seconds)
- Sponsorship recognition by emcee throughout the event
- 4 backstage passes for exclusive meet & greet of entertainment headliner
- 4 reserved parking spaces in a designated parking lot
- Food and beverage tickets for up to 16 people (\$320 value)
- Minerpalooza commemorative t-shirts for 16 people
- Company logo/name on official Minerpalooza website and poster recognized as Diamond Sponsor*
- One (1) 10' x 20' space which includes electricity, 2 tables and 4 chairs
- Company logo/name recognition on sponsorship banners
- Social Media Marketing Package
 - o Minerpalooza FB page will share sponsor's FB page 2 times**
 - o Minerpalooza FB page will post about sponsor 2 times
 - o 4 Instagram promotional posts**
 - o One (1) Facebook post on the day of the event

MINER GOLD LEVEL – \$7,500*

- Sponsorship recognition by emcee throughout the event
- 2 reserved parking spaces in a designated parking lot
- Food and beverage tickets for up to 8 people (\$160 value)
- Minerpalooza commemorative t-shirts for 8 people
- Company logo/name on official Minerpalooza website and poster recognized as Gold Sponsor*
- One (1) 10' x 20' space which includes electricity, 2 tables and 4 chairs
- Company logo/name recognition on sponsorship banners
- Social Media Marketing Package
 - o Minerpalooza FB page will share sponsor's FB page 1 time**
 - o Minerpalooza FB page will post about sponsor 2 times
 - o 2 Instagram promotional posts**
 - o One (1) Facebook post on the day of the event

MINER SILVER LEVEL – \$5,000*

- Company logo/name on official Minerpalooza website and poster recognized as Silver Sponsor*
- One (1) 10' x 10' space which includes electricity, 1 table and 2 chairs
- Company logo/name recognition on sponsorship banners
- Social Media Marketing Package
 - o Minerpalooza FB page will post about sponsor 1 time
 - o One (1) Instagram promotional post**
 - o One (1) Facebook post on the day of the event

* NOTE: In order to receive all benefits, sponsorship must be secured by July 16, 2021.

** Denotes that social media posts will occur between July 2021 and August 2021.