YOUR SPONSORSHIP HELPS CACHE COUNTY THRIVE.

Every year since 1976, about 600–900 Summer Citizens make Logan their summer home, which creates a local economic impact of nearly $4,000,000 annually. Your sponsorship helps secure that impact.

On behalf of Utah State University, Cache County, Logan City, the Cache Valley Visitors Bureau, and the program participants, we thank you for your sponsorship as well as the warm welcome our visitors receive from you and from our community—which is why they return year after year!

Annual Attendance History

<table>
<thead>
<tr>
<th>Year</th>
<th>Total # of Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>2022</td>
<td>Expecting 800-850</td>
</tr>
<tr>
<td>2021</td>
<td>630</td>
</tr>
<tr>
<td>2020</td>
<td>0 – Cancelled</td>
</tr>
<tr>
<td>2019</td>
<td>855</td>
</tr>
<tr>
<td>2018</td>
<td>820</td>
</tr>
<tr>
<td>2017</td>
<td>713</td>
</tr>
</tbody>
</table>

2021 PARTICIPANT DEMOGRAPHICS

<table>
<thead>
<tr>
<th>Age</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>50-59</td>
<td>1%</td>
</tr>
<tr>
<td>60-69</td>
<td>12%</td>
</tr>
<tr>
<td>70-79</td>
<td>61%</td>
</tr>
<tr>
<td>80-89</td>
<td>25%</td>
</tr>
<tr>
<td>90-98</td>
<td>1%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Home State</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>AZ</td>
<td>84%</td>
</tr>
<tr>
<td>UT</td>
<td>5%</td>
</tr>
<tr>
<td>CA</td>
<td>4%</td>
</tr>
<tr>
<td>TX</td>
<td>2%</td>
</tr>
<tr>
<td>Other *</td>
<td>5%</td>
</tr>
</tbody>
</table>

*(includes 12 different states)

<table>
<thead>
<tr>
<th>Years Attended</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Year</td>
<td>35%</td>
</tr>
<tr>
<td>2-4 Years</td>
<td>41%</td>
</tr>
<tr>
<td>5-9 Years</td>
<td>12%</td>
</tr>
<tr>
<td>10 + Years</td>
<td>12%</td>
</tr>
</tbody>
</table>

Our Mission

The Summer Citizens program provides opportunities for the 55+ generation to discover, engage and celebrate life through lifelong learning activities at Utah State University in Logan, Utah and throughout the greater Cache Valley area.

LISA ANDERSON
Summer Citizens
Program Coordinator

Phone: 435-797-2028
Email: summercitizens@usu.edu
Website: https://summercitizens.usu.edu
Increase Your Business

VIP Sponsorship Packages

- Maximize your exposure to this energetic and enthusiastic group of summer residents who live here May - August!
- Select a package then register online at summercitizens.usu.edu.
- Register by November 15 to ensure your space in the Program Book.

<table>
<thead>
<tr>
<th>VIP Package Options</th>
<th>Premier</th>
<th>Major</th>
<th>Spotlight</th>
<th>Associate</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Website</strong> – Company logo and weblink posted on Summer Citizens website for one year</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Program Book Ad</strong> – Ad sizes vary by sponsorship level (see next page)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Welcome Merchant Fair Booth</strong> – 8-foot table &amp; two chairs</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Welcome Merchant Fair VIP Sign</strong> – Sign will read &quot;VIP Sponsor&quot;</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Welcome Orientation Brand Recognition</strong> – PowerPoint logo and mention</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Welcome Orientation In-Person Presentation</strong> – Give a five minute company intro</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Coupon Book</strong> – One coupon of your design, must include a special offer</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Mid-Summer Merchant Fair Booth</strong> – 8-foot table &amp; two chairs</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Mid-Summer Merchant Fair VIP Sign</strong> – Sign will read &quot;VIP Sponsor&quot;</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Mid-Summer Orientation Brand Recognition</strong> – PowerPoint logo and mention</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Mid-Summer Orientation In-Person Presentation</strong> – Give a five minute company intro</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Newsletter Ad</strong> – One 1/2 page ad in summer e-newsletter of your choice (May/June/July)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Recruiting Events Brand Recognition</strong> – PowerPoint logo and mention</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Recruiting Events In-Person Presentation</strong> – Give a five minute company intro</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Newsletter Article</strong> – “Featured Sponsor” article and ad in newsletter of your choice (Jan-April)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Newsletter Ads</strong> – Two 1/2 page ads in summer e-newsletters (making a total of all 3 months May/June/July)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Closing Social Attendance &amp; Presentation</strong> – Attend the social and give five minute speech</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Logo on T-Shirt</strong> – Every Summer Citizen will receive a free t-shirt with premier sponsor logo on the back</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

T-Shirt Tuesday™ Bonus Opportunity!

This bonus can be added to any sponsorship level for only $100. You define a special offer available only to Summer Citizens on Tuesdays if they wear their Summer Citizens t-shirt to your business. T-Shirt Tuesday sponsors and their special offer will be listed in the May, June and July newsletters, on the Summer Citizens website, and on the first page of the coupon book.
Increase Your Exposure

VIP Sponsorship Benefits

- Ad in Program Book (size varies by sponsorship level)
- Ad in Coupon Book
- Exhibit Booth at the Opening Merchant Fair
- Exhibit Booth at the Mid-Summer Merchant Fair
- VIP Sign Displayed at Events
- Company Logo and Link on Summer Citizens Website
- Ad in Email Newsletter to Attendees
- Promotion of T-Shirt Tuesday Specials (additional $100 dollars)

Past Sponsors & Partners

PAST VIP SPONSORS
- Black Bear Diner
- Cache Valley Hospital
- Cache Valley Transit District
- Cache Valley Visitors Bureau
- Caine Lyric Theater
- Dr. Cameron Workman
- Elements Restaurant
- Intermountain Logan Regional Hospital
- Lee’s Marketplace
- Monson Vision
- My Girlfriend’s Quilt Shoppe
- Natural Grocers
- Paul Mitchell The School
- Summerfest Arts Faire
- The Worx Physical Therapy & Fitness
- USU Dining Service
- Utah Festival Opera & Musical Theatre

PAST SPRING SPONSORS
These sponsors participated in the sponsorship opportunities we offer in the spring.
- 1ST Choice Realty
- Apple Spice Bakery
- Angie’s Restaurant
- Bluebird Candy
- Cache Theater Company
- Celebrate America
- Cox Honey Co
- Even Stevens
- The Factory Italian Restaurant
- Herald Journal
- Herrn’s Inn
- Huckleberry Moose
- Integrity Chiropractic
- JohnnyO’s Spudnuts
- King Hair and Hair Majesty
- La Tormenta Restaurant
- Lazy One
- Lucky Slice Pizza
- Old Grist Mill
- Rocky Mountain Dermatology
- Sabores
- The Sportsman
- Stacked Quality Pancakes
- Stardust

Housing Sponsors
Blue Square Apartments
Cambridge Court
D’s Bridgerland

Millennial Towers
Oakridge
Pine View
Snow Hall

Community Partners

Past Sponsors & Partners

COMMUNITY PARTNERS

LOGAN

Advertisement Information

PRINT READY ADS DUE NOVEMBER 30, 2021
Ads must be submitted in final print-ready format in the correct size for the sponsorship level. Final ads and payment must be sent via email to: summercitizens@usu.edu

PROGRAM BOOK AD SIZES
Ad space in the annual program book is available to all VIP Sponsorship Levels. Ad sizes vary with level of sponsorship.

Premier & Major Levels
- Full Page
  - 7.5” W x 10.5” H
  - Full Color

Spotlight & Associate Levels
- 1/2 Page
  - Horizontal
  - 7.5” W x 5” H
  - Full Color

Gold & Silver Levels
- 1/4 Page Vertical
  - 3.75” W x 5” H
  - Full Color

Bronze Level
- 1/8 Page
  - Horizontal
  - 3.5” W x 2” H
  - Full Color

Included in all Levels Gold & Above
- Coupon Book Coupon
  - 5.25” x 4”
  - Black & White

Available at all Levels
- T-Shirt Tuesday
  - A fee of $100 is required to participate in this promotion.

REQUESTS MUST INCLUDE
- Organization Name
- Name of Contact Person
- Contact Email Address
- Contact Phone Number
- Name of VIP Sponsor Package

REVIEW PROCESS FOR AD REQUESTS
- All advertising is subject to approval
- Each request for ad space will be reviewed and considered
- An email confirmation acknowledging receipt will be sent to you upon submission of ad request.
- The Summer Citizens program reserves the right to refuse or cancel any ad which in our judgment contains inappropriate content
- Acceptance of an ad does not imply the Summer Citizens program’s endorsement or guarantee of the product or service advertised
- The Summer Citizens program is not responsible for any claims made in any ad

SUMMER CITIZENS GENERAL ADVERTISING POLICY
Fliers, brochures, promotional items and/or information may NOT be distributed in any area with the exception of paid exhibitors or sponsors. Paid exhibitors may distribute materials in their assigned exhibit area only.

TO SUBMIT PAYMENT:
Make check payable to: USU Event Services (SumCit)

Mail check to:
Wells Fargo Lock Box
LB 413135
USU Event Services
PO Box 35146
Seattle WA 98124-5146