



# MINER PALOOZA

— [2017] —

THE UNIVERSITY OF  
TEXAS AT EL PASO

CELEBRATING 27 YEARS | SEPTEMBER 1, 2017

UTEP's biggest and highly anticipated tradition, Minerpalooza, is back for its 27th year. Guests will have a great time playing carnival-style games, watching a spectacular entertainment lineup, and enjoying delicious food at Minerpalooza 2017. Come meet our athletic teams and coaches as we kick-off the new school year with the biggest pep rally in El Paso! Catch special performances by UTEP's Cheer Team, Paydirt Pete and Golddiggers. Don't hear about it, come and experience it for yourself!

## MINER DIAMOND LEVEL – \$10,000\*

- Exclusive stage sponsor
- Feature a commercial or digital image branding on stage screen 4 times
- Sponsorship recognition by MC throughout the event
- 4 backstage passes for exclusive meet & greet
- 4 reserved parking spaces in a designated parking lot
- Food and beverage tickets for up to 16 people (\$320 value)
- Company logo/name on official Minerpalooza website and poster recognized as Diamond 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
  - Sponsor name/logo listed in the Minerpalooza full line-up video
  - Minerpalooza FB page will share sponsor's FB page 3 times\*\*
  - Minerpalooza FB page will share 2 Minerpalooza related posts from sponsor FB page (August 2017) – initial post must be created by sponsor
  - 4 Instagram promotional posts\*\*

## MINER GOLD LEVEL – \$5,000

- Sponsorship recognition by MC throughout the event
- 2 backstage passes for exclusive meet & greet
- 2 reserved parking spaces in a designated parking lot
- Food and beverage tickets for up to 8 people (\$160 value)
- Company logo/name on official Minerpalooza website and poster recognized as Gold 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
  - Minerpalooza FB page will share sponsor's FB Page 2 times\*\*
  - Minerpalooza FB page will share 1 Minerpalooza related post from sponsor FB page (August 2017) – initial post must be created by sponsor
  - 3 Instagram promotional posts\*\*

## MINER SILVER LEVEL – \$3,000

- 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
  - Minerpalooza FB page will share sponsor's FB page 1 time\*\*
  - 2 Instagram promotional posts \*\*

\* In order to receive all benefits, sponsorship must be secured by June 30.

\*\* Denotes that social media posts will occur between July 2017 and August 2017.