



Helper Saturday Vibes
Historic Helper Main Street Park
Helper, Utah

May 13 & 27, June 10 & 24, July 8 & 22, August 12 & 26, September 9 & 23, 2023

Following our second year in operation in 2022, **Helper Saturday Vibes** is eager to return to Helper's Historic Main Street in 2023. Vibes will be back in action on the Second and Fourth Saturday of each month from May through September, 5:00-10:30 pm. You can continue to expect two great bands per event, excellent beer & cocktail offerings, kids activities, local vendors, nonprofits, food trucks, and fundraising campaigns!

In addition to what you have come to expect and know, we are always working to improve by bringing more inclusive, engaging, and fun activities to our summer event series.

This year we are excited to announce that we will be offering an all new Kids Activities area, with the goal being to serve & engage a wider age range of kids with educational and fun activities! We will also continue to host one themed event per month, for a total of 5 themes over the course of our 10 events. Keep an eye on our website, which was successfully launched last year, for all of the latest updates, including but not limited to event dates, bands, themes, job & volunteer opportunities, and our updated sponsor page!

As always, **Helper Saturday Vibes** is an inclusive, eco-friendly open-air market and community forum, creating a place where people can come together on Helper's Historic Main Street. As a cultural offering for our Carbon County community, **Helper Saturday Vibes** collaborates with regional businesses and vendors to offer local goods and services, encouraging safe and friendly family fun. We are excited to participate in Helper's Main Street arts and culture scene for the third year in a row!

Helper Saturday Vibes supports and acknowledges several other annual summer events happening on Helper's Main Street in 2023! These include monthly First Fridays Art Walks, as well as the Helper Arts, Music and Film Festival happening in mid-August, the Outlaw Classic Car Show and Cruise in September, and more! Together, these events will promote Carbon County as THE place to be in summer 2023—a cultural hotspot to be celebrated for its creative offerings and diverse community heritage as well as its beautiful natural surroundings.

Helper's Historic Main Street is situated in beautiful southeastern Utah—2 hours south of Salt Lake City, 2 hours north of Moab, and 2.5 hours northwest of Grand Junction, Colorado.

Sponsors, bands, performers, and vendors, including artists, jewelers, food booths/food trucks, farmers, and nonprofits—contact Allie Farnham with questions.

Executive Director

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Helper Saturday Vibes was created by Kimberly Kuehn, the CEO/Founder of the Park Silly Sunday Market.

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What is Helper Saturday Vibes?

Our Mission is to be an inclusive, eco-friendly open-air market and community forum, creating a place where people can come together on Helper’s Historic Main Street. To support local businesses, to celebrate art and music, and to engage with our distinctive and diverse community. Our goal is to promote opportunities for community members, artists, musicians, and nonprofits to gather in the spirit of celebration and connectedness.

Our core values are sustainability, quality of life, dedication to locally produced goods and services, local job creation, small business support, and business incubation.

Helper Saturday Vibes is a 501(c)3 nonprofit organization as a part of the Park Silly Sunday Market; we are currently in the process of registering as our own entity with the IRS. All donations are tax deductible.

Sponsorship Tiers; let us help you achieve your business goals by creating a custom sponsorship level/offering for your business! Please use the following as a guide.

Level	Sponsor Benefits
\$20,000 Title Sponsor	+Logo on all Main Street banners; three full banners in the venue.
\$10,000 Main Stage Sponsor	+Main Stage (stage is 20’x 30’) - one large banner on the front/foot of the stage; one free 10x10 booth space for 10 Saturdays.
\$5,000 Weekend Sponsor	+Sponsor a weekend on one of our 10 Saturdays - do a fundraiser and get exposure for your business - bring your party to our party! 10 Saturdays available - first come, first served.
\$2,500 Activity Sponsor	+A-frame and banner signage around all specific activity areas (example- kids activities).
\$1,000 Be a Part of the Vibe	Banner placement in venue; logo on entrance sponsorship signage (4X4’ a frame), logo on sponsor banner on the stage, clickable logo on website.

Sponsors of all levels receive the following benefits in addition to the items listed:

- 10 Saturdays of newspaper print acknowledgements and all radio, TV, and magazine advertisements and press releases; Facebook, Instagram and social media posts; once-a-week email blasts, and Main Stage mentions during the event.
- VIP shaded seating on the lawn at each Helper Saturday Vibes event. Sponsor lanyards to be claimed at each event, redeemable for 2 free drinks per event.

***Custom Sponsorship packages are available!**



2022 Accomplishments & Statistics

Demographics

- Estimated attendance of 13,000 attendees over the course of 10 events (nearly a 50% increase in attendance from 2021)
 - May 14 & 28, June 11 & 25, July 9 & 23, August 13 & 27, Sept 10 & 24
- Implementation and collection of demographic survey; surveys were printed & collected by our staff
 - 76% of Attendees reside in Carbon County
 - 24% of Attendees reside outside of the area, including out of state



End of Season Summary	
Live in Carbon County	76%
Live Outside of Carbon County	24%
Where people who live outside of carbon county stayed:	
Driving Home	24%
Friend/Family	36%
Airbnb	6%
Hotel/Motel	10%
Campground	24%

**We created 30 part-time jobs;
all staff are residents of Carbon & Emery Counties!**
(an increase of 20% from 2021)

Entertainment



- 20 bands over 10 events; ALL UTAH LOCAL!
 - 5 themed events, one per month:
 - Everything Animal – Pet Parade!
 - Pride
 - Movin’ & Groovin’
 - Dark Sky
 - First Responder Appreciation
 - 6 local fundraising campaigns
 - 1 local live performer & crowd engagement

Vendors

- 102 (twice as many as 2021) total vendors over 10 events
- 7 Main Street Merchants with booth presence/active engagement
- 13 food trucks
- 19 nonprofits



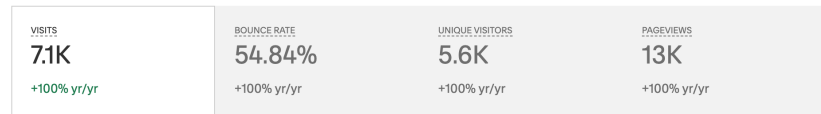
Marketing Dollars Spent Locally

- Includes- newspaper, radio, ads, sponsorships, website, signage and print materials
- ETV NEWS –
 - 12 weeks running banner on Front Page
- Radio:
 - Castle Country Radio – 10 exclusive interviews & advertisements
 - AJB Broadcasting – 10 exclusive interviews & advertisements
- Social Media:
 - Facebook & Instagram
- Print:
 - Banners, posters, flyers, A-frames



Website & Social Media Impressions

- An impression is a metric used to quantify the number of digital views or engagements of a piece of content
- **helpervibes.com has 13,000 page views!**
- Doubled our social media following – currently have 1,800 followers on Instagram
- 2,540 followers on Facebook



Our Commitment to Local

- Helper & Utah Proud Signs – designed by Tomi Lasley of RUQIS
- Posters, Rack Cards, Banners, Signage by Barbara Warnock
- Merch, Printing, & Production by Carbon Print & Design, in Price
- Banners by Sign Edge, in Price
- Lighting rental from Kenny Driggs of West Coast Show Support
- Ice from Clampers
- Tie Dye Shirts by Ryan Fitzgerald
- Interactive art, van, & cornhole board design by Rudy Castro

