



2024 Festival Preview Report

August 1, 2024



Presenting Sponsor



Gold Sponsors

Chevron • Larry H. Miller Real Estate
Loveland Living Planet Aquarium
Salt Lake County ZAP Tier II Grant

Silver Sponsors

Jordan River Foundation
Jordan Valley Water Conservancy District
Rocky Mountain Power • Swire Coca-Cola

Festival Supporters

Big Blue Swim School • Kodiak Cakes
River Restoration • Swire Water
Utah Division of Forestry, Fire & State Lands
Utah Division of Outdoor Recreation
Utah Division of Water Quality
Utah's Hogle Zoo • Utah Transit Authority



SPONSORSHIPS

- 19 total sponsors & financial supporters including Jordan River Commission and Jordan River Foundation
- \$71,500 total revenue to-date
- Marathon Petroleum returned as presenting sponsor
- All 2023 sponsors returned with the exception of Maverick Stores
- Secured Loveland Living Planet Aquarium to host Celebration & Recognition Event Venue (\$5,000 in-kind donation)

FESTIVAL BUDGET



Income:

Sponsorships + Ticket Sales	\$73,000
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Expenses:

Contracted Services (Mighty Penguin)	\$45,000
Meals & Food for Planning Committee Meetings	\$1,500
Printing	\$1,300
Promotional Materials	\$1,500
Advertising (radio/TV)	\$1,000
Advertising (social media)	\$500
Event Banners	\$3,000
Kickoff Event	\$200
Mini Grants	\$7,000
Celebration & Recognition Event	\$9,000
Seasonal Staff	\$3,000

FESTIVAL KICK-OFF EVENT

Friday, August 30, 2024, 10:00 am

Big Bend Nature Park & Preserve (8600 South), West Jordan

Media Event Participants :

Councilmember Silvia Catten, Millcreek

Mayor Dirk Burton, West Jordan

Congressman Burgess Owens, CD-4

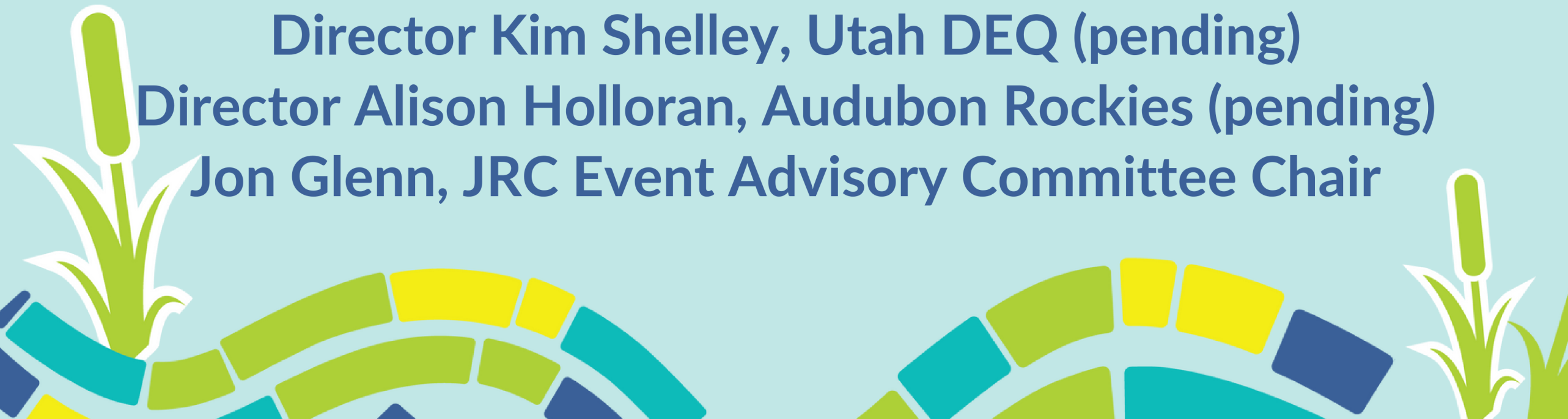
Congresswoman Celeste Maloy, CD-2 (pending)

Senator Mitt Romney (pending)

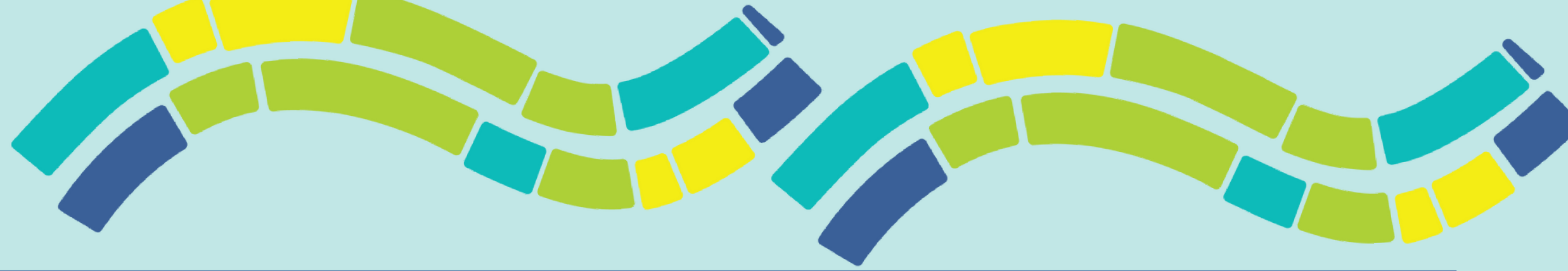
Director Kim Shelley, Utah DEQ (pending)

Director Alison Holloran, Audubon Rockies (pending)

Jon Glenn, JRC Event Advisory Committee Chair

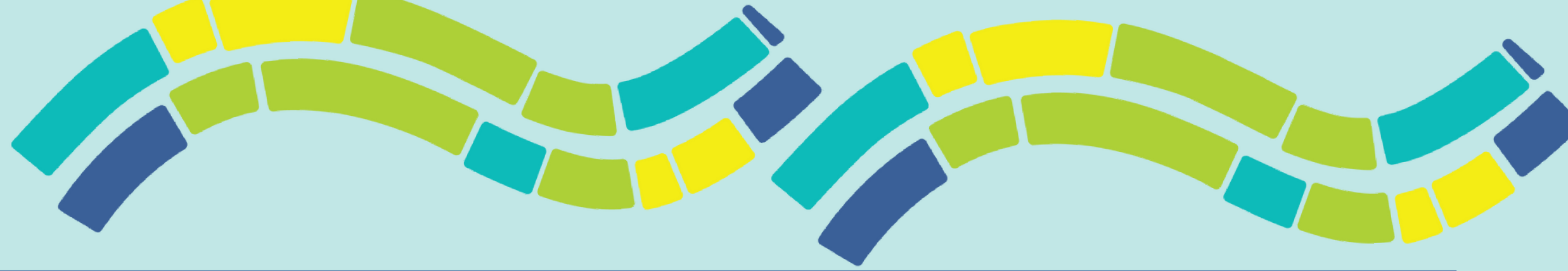


SCHEDULED EVENTS



- August 30:** Festival Kickoff & Media Event (Mighty Penguin)
- September 2:** Jordan River Walk & Talk - Week 1 (JRC)
- September 4:** Pedal the Parkway - Week 1 (JRC)
- September 5:** Chevron Mile Trail and River Clean Up (Chevron)
- September 6:** Musical Performance at Pia Okwai (Tracy Aviary); Paddle the Jordan River - Week 1 (JRC)
- September 7:** Floating River Clean Up (Utah's Hogle Zoo)
- September 9:** Jordan River Walk & Talk - Week 2 (JRC)
- September 11:** Pedal the Parkway - Week 2 (JRC)
- September 12:** Film Screening (JRC)

SCHEDULED EVENTS



September 13: Paddle the Jordan River - Week 2 (JRC)

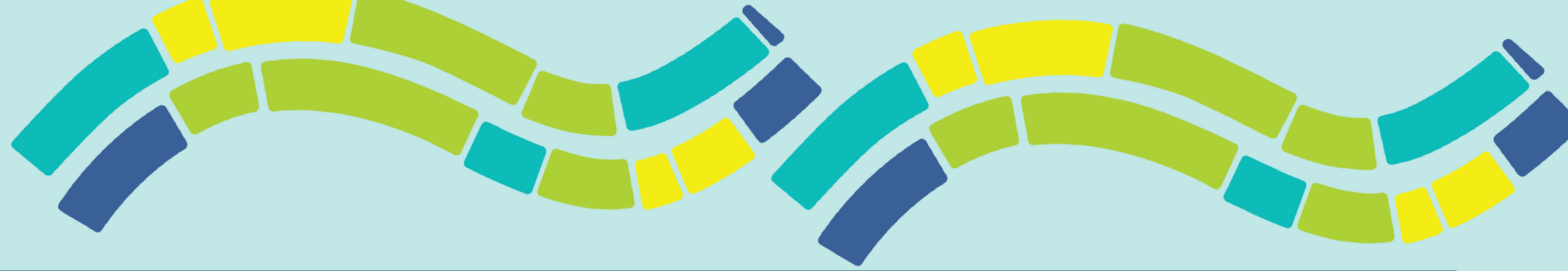
September 14: Chalk Art & Games (Murray City); Jordan River Paddle (North Salt Lake); Nature Writing Workshop at Pia Okwai (Tracy Aviary)

September 16: Jordan River Walk & Talk - Week 3 (JRC)

September 18: Pedal the Parkway - Week 3 (JRC); Swire Water Service Project (Swire Water); Puncturevine Weeding (Utah's Hogle Zoo)

September 20: Paddle the Jordan River - Week 3 (JRC); Guided Nature Walk & Journaling (Thanksgiving Point)

SCHEDULED EVENTS



September 21: Let's Go Birding Together (Tracy Aviary);
Pollinators & Riparian Habitat Restoration (Sageland
Collaborative); Fisher Mansion Beer Garden (Salt Lake City)

September 22: Fisher Mansion Beer Garden (Salt Lake City)

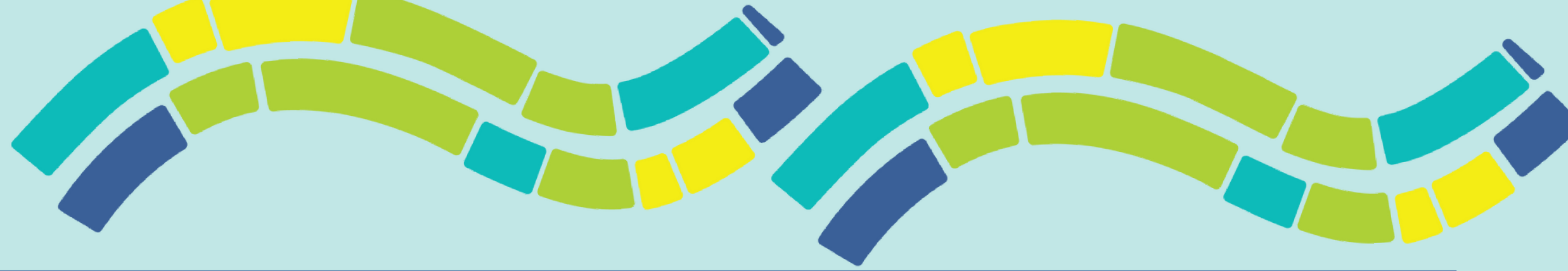
September 23: Jordan River Walk & Talk - Week 4 (JRC); Tiny
Tots Triathlon (Riverton)

September 25: Pedal the Parkway - Week 4 (JRC)

September 26: Film Screening (JRC)

September 27: TBD Event (Lehi); Paddle the Jordan River -
Week 4 (JRC)

SCHEDULED EVENTS



September 28: TBD Event (Millcreek); Planting Good Relations (Tracy Aviary); Jordan River Fun Walk (West Jordan); Witch 5K/10K Run (Gardner Village)

October 3: Celebration & Recognition Event (Mighty Penguin)

September 14 - 22: Latino Conservation Week

Monthlong: Get to the River Scavenger Hunt (West Jordan)

A few more events & activities are pending.

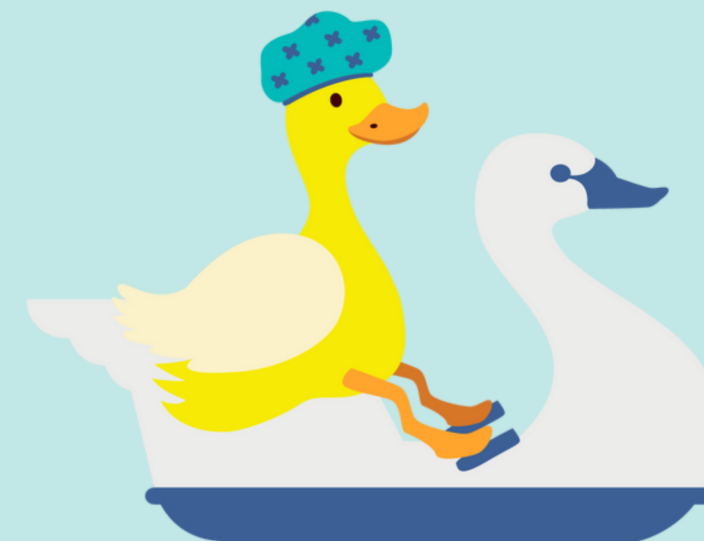
MEDIA PLAN

Targeted Community Calendars

Salt Lake City Magazine
The City/Valley Journals
KSL/KUER/FOX
Utah Cultural Alliance
Visit Salt Lake
Salt Lake County
Salt Lake City
Salt Lake City Weekly
West Valley News
Valley Journals
ZAP Summer Passport Celebration

Earned Media Proposals

KTVX (ABC 4) - Good Things Utah
FOX Morning News w/ Doug Eldredge
KUTV (CBS 2) - News Segment
KSL (NBC 5) - News Segment
KUER (FM 90.1) - News Feature
KRCL (FM 90.9) - Radio Active Feature
KSL Radio (FM 102.7) - News Feature
City Cast SLC - Podcast Feature





CELEBRATION & RECOGNITION EVENT

Thursday, October 3, 2024
Loveland Living Planet Aquarium
Theme : “Connections”

Daytime Aquarium Tickets for all participants

Pre-Event Reception with Jordan River oriented exhibit
and activity

Festival Sponsor Recognition

Celebration & Recognition of Jordan River Friends
honoring individuals & organizations

QUESTIONS OR FEEDBACK?