



2020 SPONSORSHIP OPPORTUNITIES

Event Sponsorship

MARKETING DEMOGRAPHICS

Las Vegas Area *

- 2.2 Million – Population of the Las Vegas Valley

Las Vegas MSA *

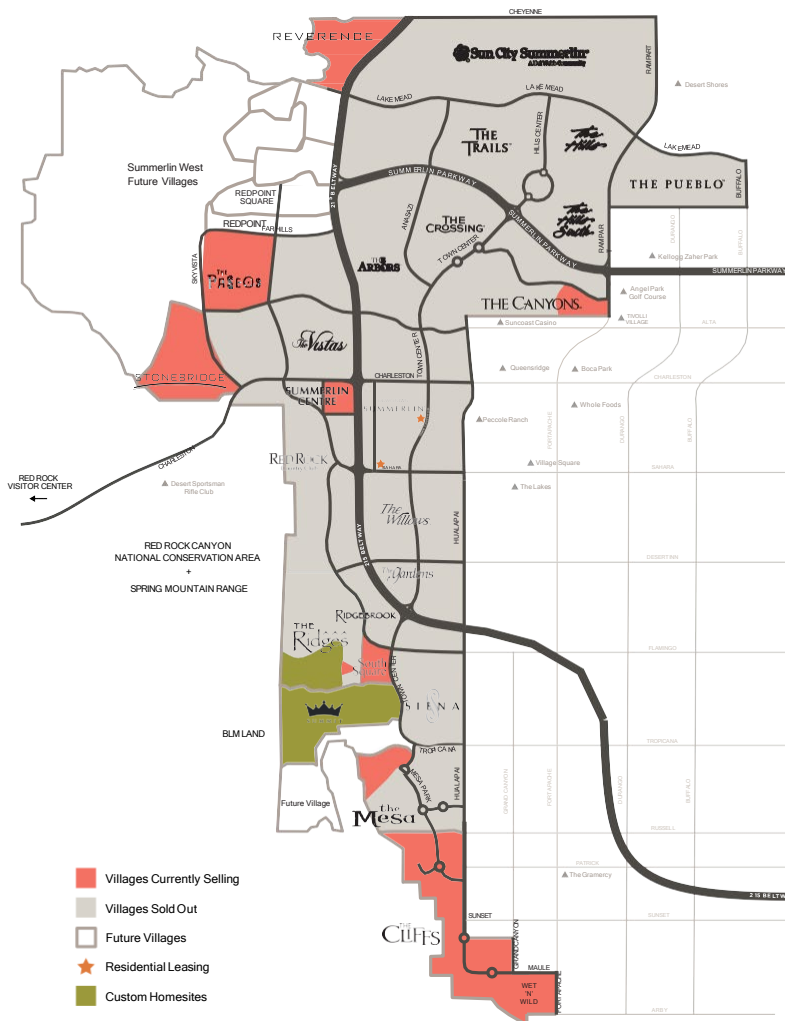
- \$78,646 – Average HH Income
- 23% – College Educated
- 47% – Households with Children

2019 DTS Demographics **

- 244,056 – Population
- 30% Age 25-34
- 51% Married
- 36% Bachelors Degree or Greater
- 28% Income Greater than \$100k

Summerlin MPC Demographics*

- \$122,669 – Average HH Income - MPC
- 43% – College Educated - MPC
- 40% – Households with Children - MPC



Applied Analysis*
2019 Intercept Study**



Event Sponsorship

DIGITAL SNAPSHOT



53.1k



19.6k



5.4k



33.2k

Event Sponsorship

2020 EVENT SNAPSHOT

Full Year

Play Area Sponsorship

Full Year

Wine Walk Series
3 Total

April 7–September 29

Fitness on The Lawn Series
(Tuesday Evenings)

June 3–July 29

Summerlin Sounds – 6 Week
(Wednesday Evenings)

July 16–August 20

Summer Screen Series
(Thursdays)

October 2–31

Parade of Mischief
(Friday Evenings)

October 9–10

Summerlin Festival of Arts

November 7

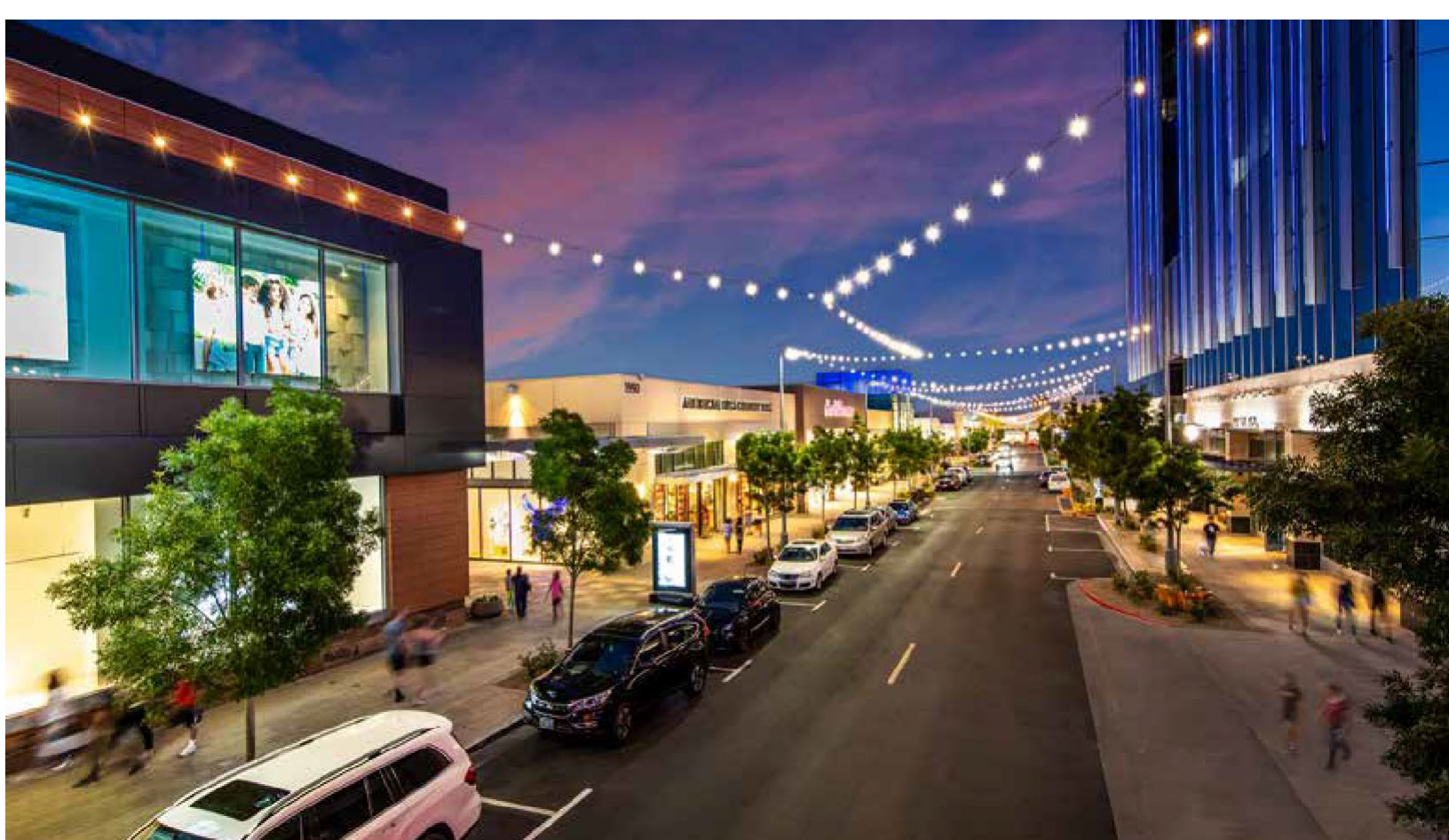
Wellness Day

Holiday Season

Santa Set + Holiday Parade
+ Rock Rink

December 20–28

Chanukah





WELLNESS DAY





SUMMERLIN SOUNDS SERIES





SUMMERLIN SCREEN SERIES





SUMMERLIN FESTIVAL OF ARTS





PARADE OF MISCHIEF





SANTA SET





ROCK RINK





CHANUKAH





For additional sponsorship information,
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