



**Helper Saturday Vibes**  
Historic Helper Main Street Park  
Helper, Utah

May 14 & 28, June 11 & 25, July 9 & 23, August 13 & 27, September 10 & 24, 2022

**We're Back! Helper Saturday Vibes** is excited for our return to Helper's Historic Main Street in 2022 and beyond! We have lots of exciting announcements to share as we groove into the New Year—a new website [www.helpervibes.com](http://www.helpervibes.com), more vendors, two additional event dates, and later start and end times! (To name a few.)

Join in the summer fun with this exciting series of events! **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 second year in a row!

In addition to hosting an outdoor market for community vendors, food trucks, and other businesses, **Helper Saturday Vibes** presents a variety of local and specially invited musical guests to perform at Main Street Park's large pavilion stage. Other attractions include activities for kids and families, a full bar including beer, cocktails, and nonalcoholic options, and dedicated space for classic car parking on Helper's Main Street! The series brings local nonprofits and resources together on Main Street to foster community outreach and engagement opportunities. The collaborative vibe and community spirit of Helper is on full display during our events!

**Helper Saturday Vibes** supports and acknowledges several other annual summer events happening on Helper's Main Street in 2022! 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 2022—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.

**Helper City Vibes** was created by Kimberly Kuehn, the CEO/Founder of the Park Silly Sunday Market.  
Kimberly@parksillysundaymarket.com  
435-901-0511

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

Market Manager  
[admin@helpervibes.com](mailto:admin@helpervibes.com)  
(612)-239-8379



## 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. All donations are tax deductible.

### Sponsorship Tiers

Level	Sponsor Benefits
\$20,000 Title Sponsor	+Logo on Main Street banners; three full banners in venue; one free 10x10 booth space for 10 Saturdays.
\$10,000 Main Stage Sponsor	+Main Stage (stage is 20' x 30') - one large banner in the background of stage and another banner at foot of 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 Kids Activities Sponsor	+A-frame and banner signage around all kids activity areas (large bouncy house).
\$1,000 Be a Part of the Vibe	Banner placement in venue; logo on entrance sponsorship signage, including rack cards.

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.

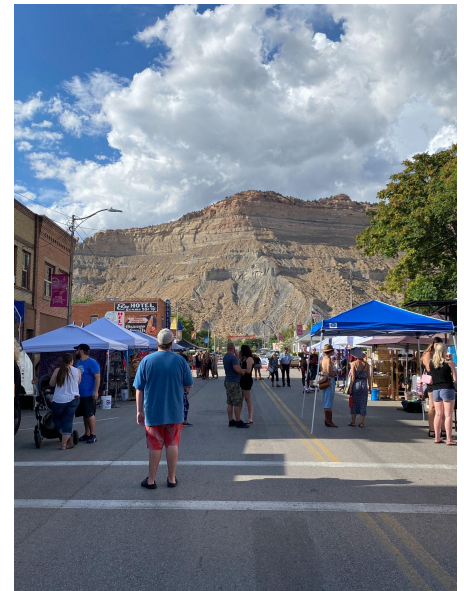
\*Custom Sponsorship packages are available!



## 2021 Accomplishments & Statistics

### Demographics

- Estimated attendance of 7,000 attendees over the course of 7 events:  
June 19, July 10, 17, 24, 31, August 14, Sept 4.
- Surveys were created, printed, & collected by our staff
  - 66% of attendees reside in Carbon County
  - 21% of attendees reside outside of Carbon County, in Utah
  - 13% of attendees reside outside of Utah



Date:	8.14	9.4	Summary:
Live in Carbon County:	87	84	171
% of total	61%	73%	66.54%
Live in Utah:	34	18	52
% of total	24%	16%	20.23%
Live outside Utah:	21	13	34
% of total	15%	11%	13.23%

### We created 24 part-time jobs!

### Bands

- 15 bands over 7 events
  - Bands originating from 4 different Utah counties
  - A sound for everyone - country, jazz, blues, jam, folk, funk, dance



### Vendors

- 50 total vendors over 7 events
  - 3 farms, 5 nonprofits, 8 food trucks
  - 4 Main Street merchants with consistent booth presence

### Zero-Waste Initiatives

- 6 zero-waste stations:
  - Compost by Helper Homegrown, est. 280 lbs. collected
  - Recycling by Recyclops, est. 1,220 lbs. collected
  - City Waste Management in collaboration with Helper City
- Bar Program
  - Popular stainless steel zero-waste cups & reusable plastic cups
  - Refillable water stations
  - Pasta straws
- Education:
  - Trained staff was stationed at highest traffic zero-waste stations
  - Communication with vendors & local businesses about sustainable packaging options—emphasis on plastic alternatives