



Become a

Community Partner



Sponsor the City of Phoenix

**FABULOUS PHOENIX 4TH
CELEBRATION**



Sponsor Opportunities



The City of Phoenix Parks and Recreation Department has the honor and privilege of producing free family events that enhance our quality of life and bring vitality to our community. This year, the award-winning Fabulous Phoenix 4th will bring the community together to celebrate America's independence with a good old fashioned evening of "bombs bursting in air" thanks to our sponsors who make it all possible!

Our long history of success attracts over **80,000 participants** each year to this FREE civic event!

The 33rd annual will be held on: **Tuesday, July 4, 2017**

Steele Indian School Park

6 p.m.-10 p.m.

Festival Highlights:

- Main Stage entertainment featuring the Patriotic Program
- Lake Stage with local entertainment
- 50+ booths of tasty festival Food, Merchandise, Crafts & Displays.
- Kids World area filled with rides and activities for kids of all ages and a Water Spray Zone
- Classic Car exhibit and Military Vehicle Displays
- Amazing Fireworks display at 9:30pm!



The Fabulous Phoenix 4th offers a prime opportunity to reach a vibrant, growing young adult and young family market. Arizona State University students conducted a recent participant survey. Those survey results indicated a diverse and balanced age group attendance that meet most sponsor’s target audience with 80,000+ in attendance.

Attendance Ages:		Ethnic Breakdown:	
Under 25	28%	Caucasian	40%
26-35	28%	Native American	7%
35+	44%	Latino	35%
Other	6%	Asian	4%
		African American	8%

In addition to the marketing opportunities, we seek promotional partnerships with valley media companies to promote the event and to provide tangible market value to our sponsorship partners. We fully understand the need for accountability in promotional spending and are confident you will find an outstanding return on investment in the Fabulous Phoenix 4th!

There are many opportunities to become a Community Partner and Sponsor of the Fabulous Phoenix 4th. Attached is a list of the opportunities to help make this FREE civic event a continued success. **Any of the sponsorship packages can be adapted to meet your marketing needs.**





FIREWORKS Title Sponsorship:

- Spectacular fireworks produced by nationally known company
- Powerful pyrotechnic display choreographed to popular music
- A top Fourth of July display in the state
- Fireworks display can be seen throughout the Central Phoenix area



Fireworks Sponsor Benefits:

- Fireworks will be marketed as “Sponsors Name Fireworks Spectacular”
- “Sponsors Name Fireworks Spectacular” representation on-site and in pre-show promotion and marketing, news releases and public relations:
 - Name/logo on sponsor tower
 - Name/logo on event website and social media
 - Name/logo inclusion in the Phoenix utility bill newsletter to over 400,000 Phoenix residents
 - Name mention in City of Phoenix press releases sent to all media outlets in metro Phoenix.
 - Name mention in e-mail promotional piece to more than 50,000 account holders in the Phoenix recreation class database
 - Name mention on the Main Stage and Lake Stage
 - Inclusion in radio and print campaign
 - Banners placement (sponsor provided)
- Premium exhibit space at the event for marketing and signage
- 30 tickets for the prime back-stage fireworks viewing area
- 15 sponsor parking passes

Fireworks Sponsorship Cost

\$40,000



MAIN STAGE Sponsorship



- Main Stage featuring quality local entertainers and patriotic program
- Fireworks countdown
- Fireworks choreographed music originating from the main stage audio system

Main Stage Sponsor Benefits

- “Sponsor” representation on-site and in pre-show promotion and marketing, news releases and public relations:
 - Name/logo on Main Stage signage
 - Name logo on all sponsor towers throughout the event
 - Name/logo on Main Stage scrim
 - Name/logo on event website and social media
 - Name/logo inclusion in the Phoenix utility bill newsletter to over 400,000 Phoenix residents
 - Name mention in City of Phoenix press releases sent to virtually all media outlets in metro Phoenix.
 - Name mention in e-mail promotional piece to more than 50,000 account holders in the Phoenix recreation class database
 - Name mention on the Lake Stage
 - Inclusion in radio and print campaign
- Premium exhibit space at the event for marketing and signage
- 20 tickets for the prime back-stage fireworks viewing area
- 10 sponsor parking passes

Main Stage Sponsorship Cost

\$12,000



KIDS WORLD Title Sponsorship

- Kids World provides 15 inflatable rides and activities that are FREE of charge to approximately 10,000+ children at the event.
- Phoenix Fire Department provides the Water Spray Zone to kids and parents COOL!



Kids World Sponsor Benefits

- “Sponsor” representation on-site and in pre-show promotion and marketing, press release and public relations:
 - Name/logo on Kids World sponsor tower
 - Name/logo on event website and social media
 - Name mention in City of Phoenix press releases sent to virtually all media outlets in metro Phoenix.
 - Name mention in e-mail promotional piece to more than 50,000 account holders in the Phoenix recreation class database
 - Name mention on the Main and Lake Stage
 - Inclusion in radio and print campaign
- Premium exhibit space at the event for marketing and signage
- 10 tickets for the prime back-stage fireworks viewing area
- 5 sponsor parking passes

Kids World Sponsorship Cost **\$10,000**



LAKE STAGE Title Sponsorship

- Quality local entertainers
- Outstanding view of the Steele Indian School Park lake
- Fireworks choreographed to music broadcast from the Lake Stage



Lake Stage Sponsor Benefits

- “Sponsor” representation on-site and in pre-show promotion and marketing, news releases and public relations:
- - Name/logo on Lake Stage sponsor tower
 - Name/logo on event website and social media
 - Name mention in City of Phoenix press releases sent to virtually all media outlets in metro Phoenix.
 - Name mention in e-mail promotional piece to more than 50,000 account holders in the Phoenix recreation class database
 - Name mention on the Main Stage
 - Inclusion in radio and print campaign
- Premium exhibit space at the event for marketing and signage
- 10 tickets for the prime back-stage fireworks viewing area
- 5 sponsor parking passes

Lake Stage Sponsorship Cost

\$6,000

Any of the sponsorship packages can be adapted to meet your marketing needs.

For further information on all please contact Lourdes Rodriguez at 602-534-1504 at

Lourdes.rodriquez@phoenix.gov



Sponsor Commitment Form
FABULOUS PHOENIX 4TH
July 4, 2017

Yes, we would like to be a part of the 2017 Fabulous Phoenix 4th at the following level:

- Fireworks - \$40,000
- Main Stage - \$12,000
- Kids World - \$10,000
- Lake Stage - \$6,000



Supporting donation of: \$

Contact Name:

Business Name:

Address:

City:

State:

Zip:

Phone:

Email:

Method of Payment:

- Please send me an invoice
- Enclosed is a full payment in the form of a check in the amount of: _____

*(Checks to be made payable to **Phoenix Parks Foundation**)*

This form and payment can be mailed to:

City of Phoenix Parks and Recreation Department
Fabulous Phoenix 4th
2700 N. 15th Ave
Phoenix, AZ 85007

Thank you for your consideration! Please respond by **Friday, March 17, 2017**