

**DOWNTOWN TEMPE FOUNDATION PRESENTS**



**2019 SPONSORSHIP OPPORTUNITIES**



## DOWNTOWN LIGHTING | OVERVIEW

Downtown Tempe comes alive during the holiday season with extensive lighting along Historic Mill Avenue, College Avenue, across the Mill Avenue bridge, and in the Centerpoint plaza with a 30 foot holiday tree.

Lighting elements enhance a downtown and create an ambiance that attracts visitors and guests from miles away. Holiday destinations become the location where shopping, dining and extended visits are more widely supported.

The economic impact of the lighting of Downtown Tempe is crucial to the success of our downtown and the health of this local economy during the holiday season.

**NOVEMBER 30, 2019 - JANUARY 3, 2020**



## OPENING NIGHT PARADE | OVERVIEW

Since 1994, families and community members have enjoyed the Fantasy of Lights opening night celebration in downtown Tempe. It is an authentic hometown tradition held annually during the Thanksgiving holidays, that draws as many as 25,000 people from across the region.

The parade takes place along Mill Avenue and winds through various side streets. At the parade ending, there is live entertainment, food and a holiday market with over a dozen local artisan booths. The festivities conclude with the annual lighting of the holiday tree, an all LED tree that spans 30 feet tall.

The parade includes as many as 50 units, including floats, balloons, clowns, novelty units, marching bands, and the arrival of Santa Claus. Following the parade, Santa takes a seat to greet boys and girls and have family photographs taken.

**NOVEMBER 30, 2019 | 6PM**



## SPONSORSHIP PACKAGES

Sponsorships range from \$3,000 to \$25,000 and include recognition at one event or inclusion across multiple events for extended value. Exclusivity is available as well as naming rights and all sponsorships are customized to meet your marketing needs.

Supporting Sponsors receive the following at the \$3,000 level:

All benefits listed below plus ...

- Logo placement and mention on one (1) Fantasy of Lights specific blog post to-be featured on the homepage of the downtowntempe.com website
- VIP viewing for six (6) at the Fantasy of Lights Boat Parade on December 14, 2019
- Featured in the Downtown Tempe newsletter with 12,000 subscribers
- Inclusion in social media marketing plan with over 38,000 followers

Contributors receive the following at the \$1,500 level:

- Logo Placement on City of Tempe water bill inserts (40,000+)
- VIP viewing for two at the Fantasy of Lights Boat Parade on December 14, 2019
- Website inclusion with over 600,000 visitors

## BOAT PARADE | OVERVIEW

Nearly 35,000 spectators attend the Valley's most unique holiday event: the Fantasy of Lights Boat Parade on Tempe Town Lake in Downtown Tempe. The boat parade features decorated watercraft lighting up the night with thousands of holiday lights. Even Santa Claus will be on hand to celebrate and to hear gift requests from boys and girls. The event concludes with a dazzling fireworks grand finale.

In addition to the Boat Parade, hundreds of luminaria illuminate the sidewalks and paths of Tempe Beach Park, and live musical entertainment takes stage. Food and beverage vendors are on hand as well. Finally, purchase unique locally made artisan holiday gifts at the Holiday Market that pops up in the park during the festivities. The special LED lighting display on METRO light rail's bridge adds a dramatic visual element. It's a fun, festive, family celebration!

Boaters come from throughout the Valley to vie for Best Motorized, Best Human-Powered and Best LED-Only Lighting awards. It's the only time of the year that motorized boats are permitted to operate on Tempe Town Lake.

**DECEMBER 14, 2019 | 4PM-9PM**



**CONTACT KIM DeMERITT | [KIM@DOWNTOWNTEMPE.COM](mailto:kim@downtowntempe.com) OR 480.355.6079**



## SPONSORSHIP PACKAGES

In addition, sponsorships can be specific to a program or activation such as:

- Sponsor the fireworks at the Boat Parade
- Sponsor the Santa Tent at any or all events
- Sponsor the entertainment stage at the Opening Night Parade or the Boat Parade
- Sponsor the decorations and lighting in Downtown Tempe
- Sponsor the Holiday Market at the Opening Night Parade or the Boat Parade
- Sponsor a new element that we create together that fits your company!

Without our sponsors, we couldn't produce these family friendly community events. Your support allows us to provide free and affordable holiday programming for residents and visitors from throughout the region.



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We also produce the *6th Street Market*, the *Tempe Festival of the Arts* and many other events. Want to get more information about these and other Downtown Tempe programs?

Visit [downtowntempe.com](http://downtowntempe.com)



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