

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

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.



CONTACT KIM DeMERITT | KIM@DOWNTOWNTEMPE.COM OR 480.355.6079



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



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