

DOWNTOWN TEMPE FOUNDATION PRESENTS

Fantasy of Lights



2017 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 new this year—decorating Sixth Street Park surrounding City Hall.

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 24, 2017 - JANUARY 5, 2018



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 50,000 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 other booths. The festivities conclude with the annual lighting of the holiday tree, an all LED tree that spans 50 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 24, 2017 | 6PM



BOAT PARADE | OVERVIEW

Nearly 40,000 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. 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 9, 2017 | 5PM



SPONSORSHIP PACKAGES

Sponsorships range from \$1,500 to \$50,000 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.

Sponsorships include a variety of marketing benefits such as:

- Inclusion in social media marketing plan with 24,000 followers
- Featured in Downtown Tempe newsletter with 13,000 subscribers
- Name/logo placement on print items such as posters, water bill inserts, flyers, etc.
- Logo/Name placement on signage at the events
- Logo/Name placement on street pole banners
- Website inclusion



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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 stage at the Opening Night Parade or the Boat Parade
- Sponsor a student performance at the Opening Night Parade or Boat Parade
- Sponsor the decorations and lighting in 6th Street Park
- 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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Want to get more information about Downtown Tempe's events and programs?

www.downtowntempe.com



DOWNTOWN TEMPE

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