

AZ FALL Festival

2018 Vendor Partnership Opportunities



EVENT OVERVIEW

AZ FALL FESTIVAL

Metro Phoenix's newest family event, the 1st Annual AZ Fall Festival, takes place over three weekends in October, October 13 – 14, October 20 – 21, and October 27 – 28, at the Thompson Event Center, 1901 N. Alma School Road, Mesa AZ 85201.

This fun-filled event is packed with fall-themed attractions and entertainment for every member of the family including:

Live Entertainment/Music • Beer & Wine Garden
Food Trucks • Artists, Crafters, Jewelers, & Apparel Vendors
Ferris Wheel • Haunted House • Paintball Shooting Gallery
Laser Tag Shooting Range • Pumpkin & Corn Cannons
Pedal Car Track • Pumpkin Patch • Halloween Family Photos



And, don't miss the KidZone featuring lots of fun activities for the little ones:

Bounce House and Slide • Other Interactive Inflatables
Petting Zoo • Pony Rides • Hay Maze • Face Painting • Arts and Crafts
Pumpkin Decorating Station • And Much, Much More!!!

MARKETING DEMOGRAPHICS

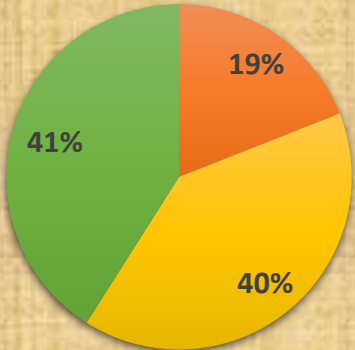
TARGET AUDIENCE

The **AZ Fall Festival** is a family-friendly event expected to attract 45,000+ local affluent consumers.

TARGET AUDIENCE DEMOGRAPHICS

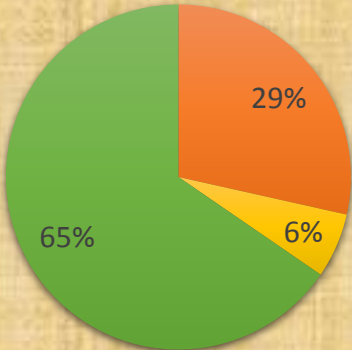
Moms • Educated Women • Buyers • Decision Makers

Income



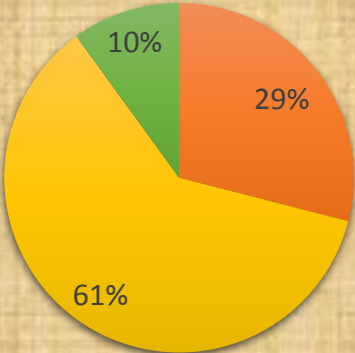
■ \$0 - \$50k ■ \$50k - \$99k ■ %100k +

Employment



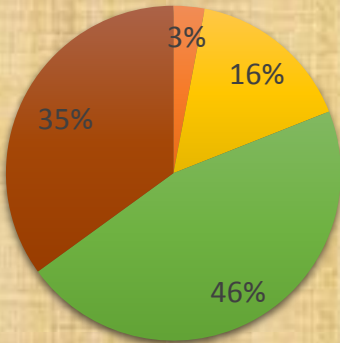
■ Full-Time ■ Part-Time ■ At-Home

Ages



■ 25 - 34 ■ 35 - 49 ■ 50+

Education



■ High School Graduate ■ Some College
■ College Graduate ■ Post-Grad Degree/Work

MARKETING DEMOGRAPHICS

TARGET AUDIENCE DEMOGRAPHICS

Target Audience Buying Habits

86% Amusement Parks/Family Fun Centers

74% Children's Apparel

68% Travel

67% Theatre/Dance/Music Events

61% Professional Sporting Events

57% Health Foods

41% Fitness Memberships

40% Home Improvements

36% TV/Electronics

32% Athletic/Sports Equipment



Target Audience Children Activities Participation

60% Swim

60% Sports

46% Arts

40% Music

34% Dance/Gymnastics/Cheer

29% Computers

27% Educational Enrichment

PARTNERSHIP OPPORTUNITIES

WHAT MAKES AN AZ FALL FESTIVAL PARTNERSHIP UNIQUE?

- TARGET** a family-oriented demographic.
- ENHANCE** company image through event association.
- INCREASE** exposure to new customers and leads.
- RECONNECT** with existing customers.
- BOLSTER** your brand through event partnership.
- SUPPORT** your local community.

VENDOR PARTNERSHIP OPPORTUNITIES

- 10' x 10' Booth Space (Three Weekends, Six Days): \$800.00
- 10' x 10' Booth Space (One Weekend, Two Days): \$400.00

Multiple booth spaces receive 10% discount,
custom-sized booth spaces available upon request.

Booth space includes canopy, back wall, and 10 General Admission tickets/day/weekend. Electricity available for extra fee.

Vendor to provide a certificate of Commercial General Liability (CGL) Insurance naming AZ Fall Festival LLC as additional insured with minimum limits of \$1,000,000 per occurrence and \$2,000,000 aggregate.

Vendor Space Deposit: 50% at registration.
Vendor Space Balance Due: September 14, 2018

**For more information concerning partnership, please contact:
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