

# AZ FALL Festival

## 2018 Corporate Sponsorship Opportunities



# EVENT OVERVIEW

## AZ FALL FESTIVAL

Metro Phoenix's newest family event, the 1<sup>st</sup> 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

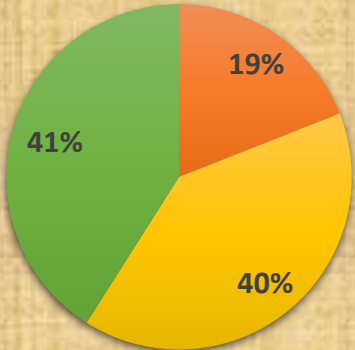
## TARGET AUDIENCE

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

## TARGET AUDIENCE DEMOGRAPHICS

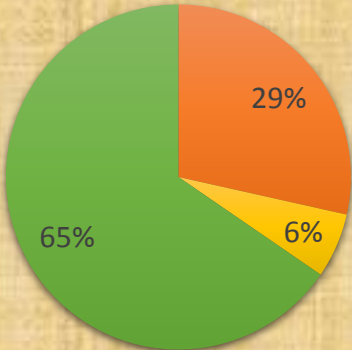
Moms • Educated Women • Buyers • Decision Makers

### Income



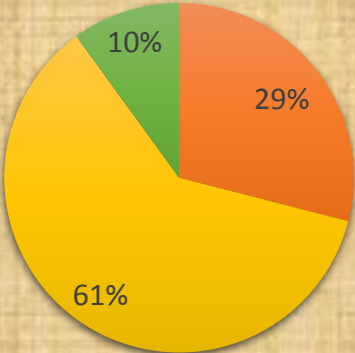
■ \$0 - \$50k ■ \$50k - \$99k ■ %100k +

### Employment



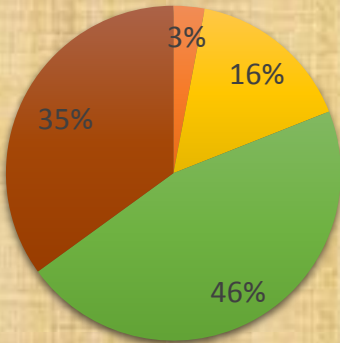
■ Full-Time ■ Part-Time ■ At-Home

### 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

# BENEFITS OF SPONSORSHIP

## WHAT MAKES AN AZ FALL FESTIVAL SPONSORSHIP UNIQUE?

**TARGET** a family-oriented demographic.

**REACH** an active and social audience.

**ENHANCE** company image through event association.

**INCREASE** exposure to new customers and leads.

**RECONNECT** with existing customers.

**SHOWCASE** products to increase purchasing.

**BOLSTER** your brand through event partnership.

**ACTIVATE** marketing initiatives.

**HOST** VIP functions or company activities.

**SUPPORT** your local community.



## SPONSORSHIP OPPORTUNITIES MAY INCLUDE:

**NAMING RIGHTS** to the property and venue.

**ADVERTISING** inclusion for your logo on print ads and radio mentions.

**ON-SITE PRESENCE** for promotional displays, sales, and sampling.

**MARKETING COLLATERAL** printed with your logo on map and signage.

**SOCIAL MEDIA RECOGNITION** for your brand to engage the audience.

**WEBSITE PRESENCE** with link(s) connection back to your website.

**VIP OPPORTUNITY** to entertain your customers and family.

# CORPORATE SPONSORSHIP

## SPONSORSHIP OPPORTUNITIES

The **AZ Fall Festival** provides the perfect opportunity to introduce your organization, products, and services to our community via a variety of event-specific opportunities to fit your promotional and budgetary needs. The opportunities below showcase a multitude of options, including monetary (used to cover the expenses of producing the event) and/or in-kind packages (essential goods or services necessary to produce the event), all of which can be customized as necessary to meet your specific goals and needs.

## SPONSORSHIP LEVELS

### **Harvest Moon**

Customized packages begin at \$7,500

### **Pumpkin Patch**

Customized packages begin at \$5,000

### **Falling Leaves**

Customized packages begin at \$2,500

### **Scarecrow**

Customized packages begin at \$1,000

### **Acorn**

Customized packages begin at \$500

# PRIMARY SPONSOR OPPORTUNITIES

## PRESENTING SPONSOR

Hosting a broad family-based demographic of guests and featuring a fully-programmed Main Stage, a full-size beer & wine garden, activities for the entire family, and much more, aligns your brand with the AZ Fall Festival. Options for multi-year sponsorship available.

## MAIN STAGE

Located at the east end of the venue next to the VIP tent, the Main Stage is the hub of the festival. With its constant vibe, guests are drawn to the stage creating thousands of impressions throughout the six-day festival.

## VIP LOUNGE

Sponsor receive naming rights with on-site signage and an opportunity to create a themed area, via lounge décor, to bring awareness to your brand.

## KIDZONE

The AZ Fall Festival welcomes kids of all ages, and their parents, providing an amazing opportunity to showcase your brand to a familial audience. The KidZone sponsor makes one of the most popular areas of the festival possible.

## TASTING GARDEN

Fully-stocked with a wide variety of local and craft beers and wines, the beer and wine gardens within the Tasting Garden provide an amazing venue to highlight your brand.

## VOLUNTEERS

The AZ Fall Festival relies on its dedicated volunteers to carry out the festival. The volunteer sponsor is positioned on all recruitment efforts including brand exclusively on the volunteer t-shirt and the volunteer meal tent.

# ADDITIONAL SPONSOR OPPORTUNITIES

## **Landscaping**

Create a beautiful event landscape and showcase your lawn care and tree and plant nursery business and services to our family-oriented homeowners and attendees. We will create a custom sponsor package in exchange for your in-kind services.

## **Electronic Ticketing**

Electronic ticketing is a fantastic means of delivering your company's message to attendees. Along with sponsor recognition, logo placement and linked company, Facebook and Twitter logos on the ticket purchase receipt, we will provide you with a couponing opportunity as well.

## **VIP Badges/Lanyards**

Distributed to all attendees who check-in to the event, badges and lanyards provide an excellent opportunity to share your company's message. Along with sponsor recognition and logo placement, we will provide you with a couponing opportunity as well.

## **WiFi Network**

Provide attendees, vendors, and sponsors with convenient WiFi connectivity. A sponsored WiFi network offers compelling exposure and is a great way to increase brand awareness, capture attendee data, build customer loyalty, upsell new products and services, and increase engagement.



# ADDITIONAL SPONSOR OPPORTUNITIES

## **Parking Passes**

Build increased name recognition and awareness via a high-profile amenity. Sponsoring event parking puts your brand in the driver's seat with event attendees. Along with sponsor recognition and logo placement on a rear view mirror hang tag, we will provide you with a couponing opportunity as well.

## **Valet Parking**

Build increased name recognition and awareness via a high-profile and well-loved amenity. Sponsoring valet parking puts your brand in the driver's seat with event attendees. Along with sponsor recognition and logo placement on the valet parking booth and a rear view mirror hang tag, we will provide you with a couponing opportunity as well.

## **Relaxation Lounge**

Provide a haven for attendees to relax and recharge themselves and their devices. Sponsor receives lounge naming rights with on-site signage and an opportunity to create a themed area, via lounge décor, to bring awareness to your brand.

## **Family Photo Booth**

A photo booth sponsorship provides a unique and effective avenue to help families capture lasting memories, increase your company's brand awareness, and target families via a custom branded photo frame design featuring your company logo.

# ACTIVITY SPONSOR OPPORTUNITIES

**Haunted House**

**Shooting Gallery (Paintball, Laser Tag, Corn Cannons)**

**Ferris Wheel**

**Pedal Car Track**

**Family Hay Maze**

**Pumpkin Patch**

**Arts & Crafts Area**

There are many ways in which your organization can partner with the AZ Fall Festival. Meeting your business and marketing goals through sponsorship is our strength. Our team helps to create and manage unique sponsorship activations to provide a memorable experience for both attendees and sponsors alike.

**For more information and custom packages, please contact:**

**Allen Thompson**

**Director of Operations**

**602-698-7500 • [Allen@AZFallFestival.com](mailto:Allen@AZFallFestival.com)**