

APS Electric Light Parade Sponsor Interest Letter

Dear Potential Sponsor,

Thank you for your interest in the award-winning **APS Electric Light Parade**. On behalf of the City of Phoenix Parks and Recreation Department and Arizona Public Service (APS) I would love the opportunity to work with you to join our community focused team as a parade partner.

For almost four decades, the APS Electric Light Parade has become a night where families, organizations, and businesses from across the city unite to create a wonderful, holiday themed, admission free, beloved holiday tradition enjoyed by hundreds of thousands of families along the parade route. The parade kicks off the holiday season for Phoenix and is the single largest FREE one-day family event in the state, setting and breaking attendance records each year. This opportunity allows sponsors to spotlight their brand and create an authentic connection, face to face, at the parade. This connection drives brand awareness and fosters deep emotional connections at a time when consumers expect brands to stand for something beyond their products and services. This opportunity also allows partners to reach even more people through multiple television broadcasts and several social media and digital platforms that garners over a million cumulative views and well over six million impressions. Support this experience and make the APS Electric Light Parade a new tradition for your company, create a legacy for your brand, increase your community exposure, and demonstrates your company's commitment to community involvement, authenticity, purpose and commitment to meaningful engagement.

The parade takes place at 7:00 p.m. each year on the first Saturday in December with staging, judging and other activities starting the day before. If you would like to become an important supporter of this community celebration, please review the sponsorship options which offer different levels of visibility and benefits. Make the commitment today by contacting me to discuss this opportunity further.

Thank you in advance for considering this sponsorship opportunity and I look forward to partnering with you.

Regards,

Bob Berlin

Bob Berlin

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