



2024

Fabulous Phoenix 4th

36th Annual

Celebration

SPONSORSHIP OPPORTUNITIES

Become Our Community Partner

THANK YOU

~ 2023 ~

**SPONSORS &
PARTNERS:**



Sponsor the City of Phoenix

Fabulous Phoenix Fourth Celebration

The City of Phoenix Parks and Recreation Department has the honor and privilege of producing family events that enhance our quality of life and bring vitality to our community. This year, the award-winning Fabulous Phoenix 4th will bring the community together to celebrate America's independence with a good old-fashioned evening of food and family fun thanks to our sponsors who help make it all possible

The City's long history of success attracts up to **80,000 participants** each year to this FREE public event!

**The 36th annual celebration will
be held on Thursday, July 4, 2024 at
Steele Indian School Park from 6 p.m. to 10 p.m.**

The Fabulous Phoenix 4th offers a prime opportunity to reach a vibrant, growing multi-generational audience. In addition to marketing opportunities, we seek promotional partnerships with valley media companies to promote the event and to provide tangible market value to our sponsorship partners. We fully understand the need for accountability in promotional spending and are confident you will find an outstanding return on investment in the Fabulous Phoenix 4th!

There are many opportunities to become a Community Partner and Sponsor of the Fabulous Phoenix 4th Celebration. Attached is a list of the opportunities to help make this FREE civic event a continued success. Any of the sponsorship packages/opportunities can be adapted to meet your marketing or budget needs.



GOLD SPONSORSHIP- \$50,000

Gold Sponsor will be highlighted as the presenting sponsor for this event. This will cover the costs of the light/firework show and contribute to the enjoyment of the festivities for all those in attendance, because of this support this sponsor will be recognized from during the pre-event planning, during the event and post event marketing. This is a new opportunity we are offering to generous contributors who are interested.

*Gold sponsor can be featured in a drone show as, highlighted sponsors with access to video of the show for marketing use. Website, flyer, and public announcements will be provided.



RED SPONSORSHIP- \$10,000

Red Sponsor has the option to choose what zone of the event they would like to sponsor out of the options below. This allows for streamlined connection with zone coordinator and sponsor contact during planning, marketing, and purchasing amenities for zone! You may pick more than one and estimated costs of each are included. Zone titles listed below:

- **Phoenix Afterschool Center (PAC) Land:** Area dedicated to youth up to age 13. Consists of inflatables, waterslides, interactive activities, arts, and crafts, etc.
- **Veterans Village:** Features resources and workshops for our Arizona Veterans.
- **Classic Car Exhibit:** Seeking for a car group that would like to partner and have their group exhibit their vehicles.
- **Teen Zone:** Area dedicated to youth 13-17 years filled with activities and a dance party!
- **Main Stage:** Area dedicated to live performances and patriotic program.
- **Lake Stage:** Area dedicated to showcase local artists.
- **VIP Area:** Space for all artists, sponsors, and city leadership to enjoy firework viewing with dinner included.
- **Security:** To guarantee safety of all attendee's event requires security during event set up, event day, and tear down.



BLUE SPONSOR- \$5,000

Blue sponsor has the option to choose what amenity of the event they would like to sponsor out of the options below. This allows for streamlined connection with logistics coordinator and sponsor contact during planning, marketing, and purchasing amenities! You may pick more than one and estimated costs of each are included. Zone/event amenities listed below:

- **Water stations:** Stations dedicated to keeping the public hydrated at no cost.
- **Cooling stations:** Stations provide a cool place for public to have a safe place to cool down, event needs 4-6 cooling stations.
- **ADA Platform Seating:** To be inclusive and allow all attendees to view the light show we want to ensure there is designated ADA seating.
- **Sensory (Quiet) Zone:** A sensory room is a calm space devoted to relaxing and having a quiet space away from vent crowds.



WHITE SPONSOR- \$1,000

White sponsor has the opportunity to support the details that make the event successful. This sponsor will support the costs of event rental equipment, such as, signage, screens, radios, fencing, golf carts, generators, swag, etc.

FABULOUS PHOENIX 4TH

SPONSORSHIP BENEFITS

GOLD \$50,000

RED \$10,000

BLUE \$5,000

WHITE \$1,000

PRE-EVENT RECOGNITION				
Social Media Promotion (Facebook, Instagram)	X			
Email Blast	X	X		
Event Flyer	X	X	X	
Press Release	X	X	X	X
Website Presence	X	X	X	X
ON-SITE RECOGNITION				
Logo on Event Sponsor Banners/ Stage screens	X	X	X	X
Logo on Event Tee-Shirt	X	X		
2-Premium Exhibit Spaces	X	X		
1-Premium Exhibit Space	X		X	
VIP Passes & Parking	10 VIP PASSES 2 PARKING PASSES	5 VIP PASSES 4 PARKING PASSES	5 VIP PASSES 3 PARKING PASSES	2 VIP PASSES 1 PARKING PASS
POST-EVENT RECOGNITION				
Thank you E-mail Blast	X	X	X	
City of Phoenix Internal Newsletter	X	X		
2025 Sponsorship Packet	X	X	X	X
Social Media Thank You Post	X	X		

**We hope to make this event FABULOUS
with your support!**



Sponsorship Commitment Form

Yes, count us in!

WE would like to be a sponsor for the Fabulous Phoenix Fourth event!

Sponsorships:

- GOLD \$50,000
- RED \$10,000
- BLUE \$5,000
- WHITE \$1,000

Supporting donation of: \$

Contact Name:

Business Name:

Address:

City:

State:

Zip:

Phone:

Email:

Method of Payment:

- Please send me an invoice
- Enclosed is a full payment in the form of a check in the amount of:
- Please provide me with an electronic method of payment

*(Checks are to be made payable to **Phoenix Parks Foundation**)*

This form and payment can be mailed to:

City of Phoenix Parks and Recreation Department
Fabulous Phoenix 4th
2700 N. 15th Ave.
Phoenix, AZ 85007



Thank you for your consideration! Responses are needed by **Monday, May 27, 2024.**

If you have any questions, please reach out to Paulina Bustamante at paulina.bustamante@phoenix.gov and Tammy Parker at tammy.parker@phoenix.gov