



2023-2024

# **SPONSORSHIP INFORMATION**



175 S. Arizona Avenue  
Chandler, AZ 85225

T: 480-782-2665  
[chandleraz.gov/special-events](http://chandleraz.gov/special-events)

Greeting Potential Sponsor,

Thank you for your interest in partnering with the City of Chandler by sponsoring one of our Special Events. The City of Chandler strives to produce top-rated events that the entire family can enjoy FREE of charge. To accomplish this goal, the City welcomes sponsorships to help offset event expenses. These events take place throughout the year and attract various ages and interest groups.

City of Chandler events provide you and your business the opportunity to sponsor seven differently designed events that attract guests from all over the valley, while providing our local community residents more intimate activities for the entire family. We offer several opportunities to meet your needs and budget.

For additional information or to discuss sponsorship opportunities further, please feel free to call me at 480-782-2665 or via email at [Hermelinda.Llamas@chandleraz.gov](mailto:Hermelinda.Llamas@chandleraz.gov).

Warm Regards,

Hermelinda Llamas  
Special Events Coordinator

# FIND US

The Chandler community hosts special events throughout the year and travelers from across the valley, nation and world are drawn to our fabulous festivities. When you sponsor one of our events you make a lasting impact in the community – it is a great place to live, work and play!

SEE WHAT PEOPLE ARE SAYING ABOUT US ONLINE...

## SOCIAL MEDIA STATS

@cityofchandler



21,000 likes



48,700 followers



18,600 followers

## MONTHLY E-NEWSLETTER SUBSCRIBERS

74,300 Active Contacts

## WEB SITE YEARLY ANALYTICS – [chandleraz.gov/special-events](http://chandleraz.gov/special-events)

Our webpages are among the most viewed on the City of Chandler website!

Special Events Landing Page	20,587 Visits
Halloween Spooktacular Page	9,506 Visits
Woofstock Page	6,352 Visits
Tumbleweed Tree Lighting and Parade of Lights Page	34,354 Visits
Chandler Jazz Festival Page	9,717 Visits
Family Easter Celebration Page	9,719 Visits
CinePark Page	4,060 Visits
Chandler's All-American Bash	5,010 Visits



# EVENTS

<p><b>OCT 27</b></p>	<p><b>Halloween Spooktacular</b> This spectacular evening is designed for kids and their parents to enjoy a safe and fun alternative to a traditional Halloween experience. Families will dress up and have a frightening spooky time.</p>	
<p><b>NOV 18</b></p>	<p><b>Woofstock</b> It's a tail waggin' good time as the City welcomes dog enthusiasts from around the valley to honor Veterans, pet owners and "man's" best friend.</p>	
<p><b>DEC 2</b></p>	<p><b>Tumbleweed Tree Lighting Ceremony &amp; Parade of Lights</b> Our largest and vibrant community event lights up the streets of Downtown Chandler and officially kicks off our holiday season.</p>	
<p><b>Apr 4-7</b></p>	<p><b>Chandler Jazz Festival</b> The festival brings the Jazz community together during this four-day event to listen, dance and enjoy the sounds of Jazz in Downtown Chandler.</p>	
<p><b>Mar 29</b></p>	<p><b>Family Easter Celebration</b> This south Chandler event provides some of the most enthusiastic egg hunting and games in the Valley for children and their families.</p>	
<p><b>MAY 3, 10 &amp; 17</b></p>	<p><b>CinePark May Movie Series</b> A free three-week movie series in May that features recently released family friendly flicks.</p>	
<p><b>July 4</b></p>	<p><b>Chandler's All-American Bash</b> This party in the park reigns across Tumbleweed with a high energy celebration, all leading up to Chandler's largest sky-illuminating fireworks display.</p>	



## HALLOWEEN SPOOKTACULAR

**Location:** Dr. A.J. Chandler Park – Stage Plaza

**Average Attendance:** 3,500 to 3,900 guests

**Date:** Friday, October 27, 2023

**Time:** 5:30 p.m. to 8:30 p.m.

**Website:** [www.chandleraz.gov/spooktacular](http://www.chandleraz.gov/spooktacular)

**EVENT DESCRIPTION:** The 42<sup>nd</sup> Annual Halloween Spooktacular event has music, Trunk or Treat stops, carnival games, crafts, photo backdrops, Trick or Treat walks, as well as food and beverages for purchase. Event activities include: eight different games for various ages to play and win candy prizes, make and take crafts areas, face painting, a costume parade.





## WOOFSTOCK

**Location:** Tumbleweed Park

**Average Attendance:** 3,700 to 4,100 guests

**Date:** Saturday, November 18, 2023

**Time:** 9:00 a.m. to 1 p.m.

**Website:** [www.chandleraz.gov/woofstock](http://www.chandleraz.gov/woofstock)

**EVENT DESCRIPTION:** The 16<sup>th</sup> Annual Woofstock is a celebration of the four-legged member of the family. Tail waggin' activities include various activities with funds raised to help veterans get guide dogs into their homes; a DJ on stage; Interactive Demonstrations; Mini Dog Park; Free Booth Activities, Pet Psychic; doggie picture stations and so much more. Also available for guests are pet adoptions, vaccinations, microchips and more.



## TUMBLEWEED TREE LIGHTING & PARADE OF LIGHTS

**Location:** Dr. A.J. Chandler Park/Downtown

**Average Attendance:** 18,000 to 20,000 guests

**Average Parade Entry Participants:** 50

**Date:** Saturday, December 2, 2023

**Time:** 4:30 p.m. to 9:00 p.m. - Parade begins at 6:45 p.m.

**Website:** [www.chandleraz.gov/tumbleweedtree](http://www.chandleraz.gov/tumbleweedtree)

**Website:** [www.chandleraz.gov/parade](http://www.chandleraz.gov/parade)

**EVENT DESCRIPTION:** The 67<sup>th</sup> Annual Tumbleweed Tree Lighting Ceremony is a unique southwestern tradition that draws visitors from far and wide to kick off in the holiday season. Guests come early to listen and watch local musicians and dancers perform on stage, eat food and drink hot chocolate, as they explore the booths on the east and west side of Dr. A.J. Chandler Park. Kids and families can take souvenir pictures with Santa. Visitors watch the tree light up the night sky when the Mayor flips the switch and the holiday season in Downtown Chandler officially begins.

The 34<sup>th</sup> Annual Parade of Lights is a vibrant community event that lights up the streets of Downtown Chandler. The parade displays floats, marching bands, dance troupes, mascots, and vehicles. The parade entries are created and designed by families, local school groups, civic organizations, neighborhoods, and businesses that come back year after year to participate. Entries compete in one of five categories to earn a plaque and cash award. This  $\frac{3}{4}$  mile parade travels through Downtown Chandler with thousands of people lining the route.







# CHANDLER JAZZ FESTIVAL



## CHANDLER JAZZ FESTIVAL

**Location:** Dr. A.J. Chandler Park – Stage Plaza

**Average Attendance:** 12,000 to 15,000 guests

**Date:** Thursday, April 4 to Sunday, April 7, 2024

**Time:** Vary Each Day

**Website:** [www.chandleraz.gov/jazz](http://www.chandleraz.gov/jazz)

**EVENT DESCRIPTION:** The 25<sup>th</sup> Annual Chandler Jazz Festival brings the community together during this four-day event as they dance in Downtown Chandler and listen to jazz and blues music. During the event, more than 25 musical groups perform. The sidewalks of downtown have duos and trios perform during the day and evenings, while many restaurants provide jazz bands into the late evening hours.

# Family **EASTER** Celebration

## FAMILY EASTER CELEBRATION

**Location:** Dr. A.J. Chandler Park – Stage Plaza

**Average Attendance:** 3,700 guests

**Date:** Friday, March 29, 2024

**Time:** 5:30 to 8:30 p.m.

**Website:** [www.chandleraz.gov/easter](http://www.chandleraz.gov/easter)

**EVENT DESCRIPTION:** The 43<sup>rd</sup> Annual Family Easter Celebration takes place in downtown Chandler and provides some of the most enthusiastic 24 Karrot Garden in the Valley for kids up to nine years of age to get eggs. In addition to the egg collection, there are information booths, displays, bounce houses, crafts, and game booths, as well as a Family Easter Basket Give-Away. A children's coloring contest is conducted prior to the event with the winner being announced at the event.





## CinePark May Movie Series

**Location:** Tumbleweed Park

**Average Attendance:** 200-300 guests

**Dates:** Friday, May 3, 2024

Friday, May 10, 2024

Friday, May 17, 2024

**Time:** Friday, 6:30 p.m. to 10:00 p.m.

**Website:** [www.chandleraz.gov/cinepark](http://www.chandleraz.gov/cinepark)

**EVENT DESCRIPTION:** CinePark is in its 9<sup>th</sup> year as a free three-week movie series in May showcasing recently released family friendly flicks. But wait, that's not all! Our May Movie Series is more than just a movie. Bring the entire family to Tumbleweed Park two hours before show time for unique, thematic activities enjoyable for the whole family. Come be the star of your own fun, while watching the stars under the stars.

# CHANDLER'S *All-American* BASH

## Chandler's All-American Bash

**Location:** Dr. A.J. Chandler Park – Stage Plaza

**Average Attendance:** 2,000-5,000 guests

**Dates:** Thursday, July 4, 2024

**Time:** 7 p.m. to 9:30 p.m.

**Website:** [www.chandleraz.gov/4thofjuly](http://www.chandleraz.gov/4thofjuly)

**EVENT DESCRIPTION:** Come to Chandler for a good old fashion family friendly celebration of America's Independence Day. Experience 4th of July in Downtown Chandler with live music, backyard games, food vendors and more. A 5-minute pyrotechnic show is the highlight of the evening.



# SPONSORSHIP OPPORTUNITIES

Thank you for considering a sponsorship opportunity with the City of Chandler special events. These package options below are available for each event. **\*\*Multi-event sponsorship opportunities are also available\*\***

	PLATINUM SPONSOR \$5,000	GOLD SPONSOR \$2,000	SILVER SPONSOR \$1,000	BRONZE SPONSOR \$500
<b>Advertising</b>				
Logo inclusion on Break Time Recreation Guide Ad*	★ 5 months			
Logo inclusion on Bus Shelter Ads* ( <i>placed throughout City at Valley Metro Bus Stops</i> )	★ 2 months			
Logo Inclusion on Digital and Select Print Ads*	★			
Logo inclusion on Digital Ad* ( <i>six Recreation Center Digital Displays</i> )	★ 1 month	★ 1 month		
Logo Inclusion and Company Handle Tag on Event Posts on Official City of Chandler Social Medial Channels*	★	★		
Logo inclusion on E-Newsletter Spotighting the Event* ( <i>includes link back to company website</i> )	★ 1 month	★ 1 month	★ 1 month	
<b>Recognition</b>				
Name/logo recognition on Event Flier/Poster ( <i>available for ONLY Tumbleweed Tree Lighting and Chandler Jazz Festival</i> )	★ 6 weeks			
Opportunity to Submit Sponsor Acknowledgements to be read on stage during event	★	★		
Name recognition in Event Press Release ( <i>distributed to TV, radio, and print media outlets</i> )	★	★	★	★
Name/logo recognition on City of Chandler Event Page with link back to company website	★ No Deadline	★ No Deadline	★ No Deadline	★ No Deadline
<b>Hospitality</b>				
Opportunity to Display One (1) Branded Banner at Event ( <i>banner to be provided by company</i> )	★ No Deadline	★ No Deadline		
Opportunity to include two (2) Company Branded Items at Event Information Booth for Distribution ( <i>company provides min. of 500 of each item</i> )	★ wk prior to event	★ wk prior to event	★ wk prior to event	
10 x 10 Booth Opportunity at Event	★ 3 wks	★ 3 wks	★ 3 wks	★ 3 wks

\*Additional advertising opportunities maybe available based on total sponsorship commitment per event\*

^Deadlines specified above are per event and coincide with prior to the event date^