

JULY 2016 - JUNE 2017



PARKS & RECREATION

Community Special Events

Sponsorship
Benefits Guide

Town of Gilbert Special Events

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*The Town of Gilbert may consider in-kind donations for any level sponsorship.
The Town of Gilbert encourages sponsors to theme their booth towards the event attending.*

Contact

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Downtown Concert Series

Water Tower Plaza

Enjoy live music at the Water Tower Plaza in the heart of Gilbert's Heritage District. Our free concerts showcase some of the Valley's best bands and a variety of music options to suit everyone's taste. Pack a picnic or enjoy some tasty take out from one of the many downtown restaurants. Join us for an evening of fun and entertainment fit for the whole family.



Fall

6:30 p.m. - 8:30 p.m.

October 13, 2016

October 27, 2016

November 3, 2016

November 17, 2016*

December 8, 2016

**Water Tower Lighting (Concert starts at 6:00 p.m.)*

SPRING

Concerts will be held

March - June 2017

(Dates to be announced in Fall 2016)



500+ per night

Estimated Attendance

Sponsor Benefits

Presenting Sponsor: \$2,000 (Fall - 5 Concerts)

\$2,800 (Spring - 7 Concerts)

- On-Site Booth Space (Canopy, Table and 2 Chairs)
- Live MC Announcement-Sponsorship Recognition
- Sponsorship Recognition in Direct Email Blasts (5,000+ List)
- Pre Event Social Media Posts (Facebook - 5,400+ followers, Twitter - 1,300+ followers & Instagram - 1,000+ followers)
- Sponsor Logo in Newspaper Ads
- Sponsor Logo on Event Banner
- Sponsor Logo on Event Promotional Material
- Sponsor Logo and Link on Event Webpage
- Sponsorship Recognition at Water Tower Lighting by Mayor*
- Sponsor has the opportunity to provide an interactive activity for the crowd during bands intermission

Community Sponsor: \$200 per concert

- On-Site Booth Space (Canopy, Table and 2 Chairs)
- Live MC Announcement-Sponsorship Recognition

Gilbert “Off the Street” Art Festival

Downtown Heritage District

Enjoy the sights, sounds and vibrant energy at the inaugural Gilbert “Off the Street” Art Festival. The festival is coming to the Heritage District in downtown Gilbert for community fun with live music, street performers, kid’s activities, food, artisan and craft vendors. Chalk artists will “chalk it up!” in the downtown with colorful and exciting chalk art murals.



October 29, 2016
10:00 a.m. - 7:00 p.m.



3,000
Estimated Attendance

Sponsor Benefits

Presenting Sponsor: \$5,000

- On-Site Booth Space (Canopy, Table and 2 Chairs) in premier featured location of the event
- Live MC Announcement-Sponsorship Recognition
- Sponsorship Recognition in Direct E-mail Blasts (5,000+ list)
- Pre Event Social Media Posts (Facebook - 5,400+ followers, Twitter - 1,300+ followers & Instagram - 1,000+ followers)
- Sponsor Logo on Event Banner
- Sponsor Logo in Newspaper Ads
- Sponsor Logo on Event Promotional Material
- Sponsorship Recognition on Event Web Page
- Sponsorship Recognition in Event Promotional Video
- Sponsor Logo on event digital ads (5,000+ views per week)

Festival Sponsor: \$500

- On-Site Booth Space (Canopy, Table and 2 Chairs) in premier featured location of the event
- Live MC Announcement-Sponsorship Recognition
- Sponsorship Recognition in Direct E-mail Blasts (5,000+ list)
- Pre Event Social Media Posts (Facebook - 5,400+ followers, Twitter - 1,300+ followers & Instagram - 1,000+ followers)
- Sponsor Logo on Event Banner

Community Sponsor: \$300

- On-Site Booth Space (Table and 2 Chairs) in premier featured location of the event
- Live MC Announcement-Sponsorship Recognition
- Sponsorship Recognition in Direct E-mail Blasts (5,000+ list)

Chalk Artist Sponsor: \$300

- Sponsor logo on artist shirt
- Sponsor logo on signage at artist work station event day

Veterans Day Ceremony

Gilbert Civic Center

Salute our veterans through this community celebration and ceremony. The observance will include words of tribute by special guest speakers, musical performances by local schools, military displays, food and refreshments.

(Sponsors wanting to be on site to promote their business must be themed towards event)



November 10, 2016

11:00 a.m. - 1:00 p.m.



1,000+

Estimated Attendance

Sponsor Benefits

Presenting Sponsor: \$2,000

- On-Site Booth Space (Canopy, Table and 2 Chairs)
- Live MC Announcement-Sponsorship Recognition
- Sponsorship Recognition on Event Signage
- Sponsorship Recognition in Event Program
- Sponsor Logo on Gilbert Road Banner
- Sponsorship Recognition on Event Web Page
- Sponsor Logo on event digital ads (5,000+ views per week)
- Pre Event Social Media Posts(Facebook-5,400+ followers, Twitter-1,300+ followers & Instagram-1,000+ followers)
- Sponsorship Award presented by Gilbert Mayor
- Sponsor Logo in Newspaper Ads

Heroes Sponsor: \$1,000

- On-Site Booth Space (Canopy, Table and 2 Chairs)
- Live MC Announcement-Sponsorship Recognition
- Sponsorship Recognition on Event Signage
- Sponsorship Recognition in Event Program
- Sponsor Logo on Gilbert Road Banner
- Sponsorship Recognition on Event Web Page
- Sponsor Logo on event digital ads (5,000+ views per week)

Community Sponsor: \$500

- On-Site Booth Space (Table and 2 Chairs)
- Live MC Announcement-Sponsorship Recognition
- Sponsorship Recognition on Event Signage
- Sponsorship Recognition in Event Program

Gilbert Days 5k-1 Mile Run & Family Expo

Freestone Park

The 32nd annual family event, promotes health, exercise and family fun! The Gilbert Days 5K, 1 Mile Run and Family Expo is Gilbert's longest running event; the course utilizes park sidewalks, trails, in and around the perimeter of the park.

A highlight of the event is the Mascot Race, where local businesses enter their mascots to compete for bragging rights and the "Mascot Award." The event also includes a health expo, contests, award ceremony and finish line product.



November 18, 2016

Mascot Run - 4:30 p.m.

1 Mile - 4:45 p.m. | 5K - 5:00 p.m.



700 Participants

1,500 Spectators

Estimated Attendance

Sponsor Benefits

Presenting Sponsor: \$5,000

- On-Site Booth Space (Canopy, Table and 2 Chairs)
- Opportunity to Provide Race Bag Inserts
- Complimentary Mascot Race Entry
- Live MC Announcement-Sponsorship Recognition
- 15 Complimentary Run Entries
- Sponsor Logo on Race T-Shirts
- Sponsor Logo on Start/Finish Line Banner
- Sponsor Logo on Event Promotional Material
- Sponsor Logo and Link on Event Webpage
- Sponsorship Recognition in Event Promotional Video/Ad
- Sponsor Recognition in Event Social Media Posts (Facebook - 5,400+ followers, Twitter - 1,300+ followers & Instagram - 1,000+ followers)
- Sponsorship Recognition in Direct E-mail Blasts (5,000+ list)
- Sponsor Logo on event digital ads (5,000+ views per week)
- Sponsor Logo in Newspaper Ads

Finish Line Sponsor - \$500

- On-Site Booth Space (Canopy, Table and 2 Chairs)
- Opportunity to Provide Race Bag Inserts
- Complimentary Mascot Race Entry
- Live MC Announcement-Sponsorship Recognition
- 4 Complimentary Run Entries
- Sponsor Logo on Race T-Shirts

Community Sponsor - \$300

- On-Site Booth Space (Table and 2 Chairs)
- Opportunity to Provide Race Bag Inserts
- Complimentary Mascot Race Entry
- Live MC Announcement-Sponsorship Recognition

Gilbert Days Parade

Downtown Heritage District

The Gilbert Days Parade is a long standing tradition for many Gilbert families and businesses in Gilbert. It is one of the Town's premier events and one that the community looks forward to. The parade celebrates the Town's heritage and involves many local schools, businesses, organizations and special interest groups.

Join us on Gilbert Road for the 2016 Gilbert Days Parade!



November 19, 2016

Parade Start Time: 8:30 a.m.

Parade Route: Gilbert Road
from Juniper Road thru Elliot Road



5,000 Participants

10,000 Spectators

Estimated Attendance

Sponsor Benefits

Presenting Sponsor: \$10,000

- 4 Complimentary Parade Entries and 6 5K-Run Entries
- Live MC Announcement-Sponsorship Recognition
- Parade entry placed in 1st division of the parade
- Sponsor Logo on Event Promotional Material
- Sponsor Recognition in Event Social Media Posts (Facebook-5,400+ followers, Twitter-1,300+ followers & Instagram-1,000+ followers)
- Sponsorship Recognition in Event Promotional Video/Ad
- Sponsor Logo on Gilbert Road Event Banner
- Sponsor Logo on Event Billboard Advertisements
- Sponsorship Recognition in Direct Email Blasts (5,000+ list)
- Sponsor Logo on event digital ads (5,000+ views per week)
- Sponsor Logo in Newspaper Ads Sponsor
- Sponsor Logo on all parade division banners

Division Sponsor - \$1,000

- 2 Complimentary Parade Entry and 2 complimentary Run Entries
- Live MC Announcement-Sponsorship Recognition
- Parade entry placed in 1st division of the parade (or an option to be placed in sponsored division)
- Sponsor Logo on Event Promotional Material
- Sponsor Logo on Division Banner
- Sponsor Recognition in Event Social Media Posts

Sponsor - \$300

- Complimentary Parade Entry
- Live MC Announcement- Sponsorship Recognition
- Parade entry placed in the first or second division of the parade

Riparian After Dark

Riparian Preserve at Water Ranch

The Riparian Preserve at Water Ranch comes alive with a holiday glow on two consecutive weekends in December. Get a rare glimpse of the Riparian after dark, with hundreds of luminarias and numerous festive light displays lighting your way along the trail. Enjoy school choirs, carolers and other holiday entertainment. Light refreshments are available for purchase.

Each night of the event, the Town of Gilbert partners with a local non-profit to help collect items to support their cause. Past participants include: House of Refuge, Lions Club, United Food Bank, Maricopa County Animal Shelters, Gilbert Police and Fire Toy Drive. (Non-profits TBD)



December 9 & 10, 2016
December 16 & 17, 2016
5:30 p.m. - 9:00 p.m.



1,000 per night
Estimated Attendance

Sponsor Benefits

Presenting Sponsor - \$5,000 (All Nights)

- On-Site Booth Space - (Canopy, Table and Chairs) (All Nights)
- Sponsorship Recognition in all event E-mail Blasts (5,000+ list)
- Sponsor Recognition in Event Social Media Posts (Facebook-5,400+ followers, Twitter-1,300+ followers & Instagram-1,000+ followers)
- On-site sponsorship recognition (signs and/or banners)
- Large Light Display Naming Rights w/Company Logo
- Sponsor Logo on Event Promotional Materials
- Sponsor Logo on Event Park Banners
- Sponsorship Recognition in Event Promotional Video/Ad
- Sponsorship Recognition on Event Webpage with link to company website
- Sponsor Logo on event digital ads (5,000+ views per week)
- Sponsor Logo in Newspaper Ads

Luminary Sponsor \$500 (1 Night)

- On-Site Booth Space - (Canopy, Table and Chairs)
- Sponsorship Recognition in one event E-mail Blasts (5,000+ list)
- On-Site sponsorship recognition (signs and/or banners)
- Sponsor Recognition in Event Social Media Posts (Facebook-5,400+ followers, Twitter-1,300+ followers & Instagram-1,000+ followers)

Community Sponsor - \$300 (1 night)

- On-site Booth Space - (Table and Chairs)
- Sponsorship Recognition in one event E-mail Blasts (5,000+ list)

Gilbert Outdoors Expo

Riparian Preserve at Water Ranch

The Gilbert Outdoors Expo is the place to spark enthusiasm for the great outdoors! Arizona is great playground to explore! The Gilbert Outdoors Expo brings together businesses and organizations that offer a variety of information and opportunities for patrons to explore various outdoor activities and hobbies. Activities include: birding, camping, water sports, fishing plus demos in photography, outdoor cooking, fly casting, dog training and much more! Riparian tours will also be available during Expo hours.



February 25, 2017
9:00 a.m. - 2:00 p.m.



2,000
Estimated Attendance

Sponsor Benefits

Presenting Sponsor - \$5,000

- On-Site Booth Space (Canopy, Table and 2 Chairs) in premier featured location of the event
- Live MC Announcement-Sponsorship Recognition
- Sponsorship Recognition in Direct Email Blasts (5,000+ list)
- 8 Tickets to Hospitality area
- Pre Event Social Media Posts (Facebook-5,400+ followers, Twitter-1,300+ followers & Instagram-1,000+ followers)
- Sponsor Logo on on-site event signage
- Sponsor Logo in Newspaper Ads
- Sponsor Logo on Event Banner
- Sponsor Logo on Event Promotional Material
- Sponsorship Recognition on Event Web Page
- Sponsorship Recognition in Event Promotional Video
- Naming Rights to Key Area of Expo w/signage
- Sponsor Logo on event digital ads (5,000+ views per week)
- Sponsor Logo in Newspaper Ads
- Sponsor Logo on Gilbert Road Event Banner

Outdoor Sponsor - \$500

- On-Site Booth Space (Canopy, Table and 2 Chairs)
- Live MC Announcement-Sponsorship Recognition
- Sponsorship recognition in Direct E-mail Blasts (5,000+ list)
- 4 Tickets to Hospitality area
- Pre Event Social Media Posts (Facebook-5,400+ followers, Twitter-1,300+ followers & Instagram-1,000+ followers)
- Sponsor Logo on on-site event signage

Community Sponsor - \$300

- On-Site Booth Space (Table and 2 Chairs)
- Live MC Announcement-Sponsorship Recognition
- Sponsorship Recognition in Direct Email Blasts
- 2 Tickets to Hospitality area

KA-POW Superhero Adventure Run

Freestone Park

The KA-POW! Superhero Adventure Run is a costumed run fit for the whole family with 20 exciting and challenging obstacles. Runners of all ages are encouraged to wear their favorite superhero costume. After completing the course participants can enjoy “Gotham City” with free activities, bounce houses, superhero guest appearances, DJ music and post run treats.



March 25, 2017

8:00 a.m. - Noon

Run Time: 8:00 a.m.



1,200 Participants

1,800 Spectators

Estimated Attendance

Sponsor Benefits

Presenting Sponsor - \$6,500

- On-Site Booth Space (Canopy, Table and 2 Chairs)
- Opportunity to Provide Race Bag Inserts
- Live MC Announcement-Sponsorship Recognition
- 15 Complimentary Run Entries
- Sponsor Logo on Event Signage and Gotham City Give-Aways
- Sponsor Logo on at Start Line Banner
- Sponsor Recognition in Pre Event Social Media (Facebook-5,400+ followers, Twitter-1,300+ followers & Instagram-1,000+ followers)
- Sponsor Logo on multiple Obstacle Course Signs
- Sponsor Logo On Capes/T-shirts
- Sponsor Logo on Park Banners
- Sponsor Logo on Event Promotional Material
- Sponsor Logo and Link on Event Webpage
- Sponsor Logo on Race Bags
- Sponsorship Recognition in Direct E-mail Blasts (5,000+ list)
- Sponsor Logo on event digital ads (5,000+ views per week)
- Sponsor Logo in Newspaper Ads
- Sponsor Logo on Gilbert Road Event Banner

Superhero Sponsor - \$500

- On-Site Booth Space (Canopy, Table and 2 Chairs)
- Opportunity to Provide Race Bag Inserts
- Live MC Announcement-Sponsorship Recognition
- 6 Complimentary Run Entries
- Sponsor Recognition in Pre and Post Event Social Media (Facebook-5,400+ followers, Twitter-1,300+ followers & Instagram-1,000+ followers)
- Sponsor Logo on a designated Obstacle Course Sign
- Sponsor Logo on event T-shirts

Gotham City Sponsor - \$300

- On-Site Booth Space (Table and 2 Chairs)
- Opportunity to Provide Race Bag Inserts

Gilbert Global Village Festival

Gilbert Civic Center

The Gilbert Global Village Festival is a celebration of the community's diverse cultures and heritage. The festival brings neighbors together in a friendly, educational way to learn more about each other. This family event highlights traditional and contemporary forms of music and dance, children's activities, hands on displays from all over the world and ethnic foods from multiple countries abroad. Come explore the world and without the cost of a plane ticket!



April 8, 2017

10:00 a.m. - 4:00 p.m.



5,000+

Estimated Attendance

Sponsor Benefits

Presenting Sponsor-\$8,000

- On-Site Booth Space (Canopy, Table and 2 Chairs) In premier featured location of the event
- Live MC Announcement-Sponsorship Recognition
- Sponsorship Recognition in Event Program
- Naming rights and sponsorship recognition in multiple areas of the festival
- Stage Performance or address audience in between performances
- 15 Tickets to hospitality area
- Sponsor Logo on Event Promotional Material
- Sponsorship Recognition in Direct E-mail Blasts (5,000+ list)
- Sponsor Logo on event digital ads (5,000+ views per week)
- Sponsorship Recognition on Event Web Page
- Sponsor Recognition in Event Social Media Posts(Facebook-5,400+ followers, Twitter-1,300+ followers & Instagram-1,000+ followers)
- Inclusion in Event Promotional Banners
- On-Site Event Signage with Company Logo
- Sponsor Logo in Newspaper Ads
- Sponsor Logo on Gilbert Road Event Banner

Global Sponsor-\$1,000

- On-Site Booth Space (Canopy, Table and 2 Chairs) In premier featured location of the event
- Live MC Announcement-Sponsorship Recognition
- Sponsorship Recognition in Event Program
- Naming rights and sponsorship recognition at a designated area of the festival
- Stage Performance or address audience in between performances
- 8 Tickets to hospitality area
- Sponsor Logo on Event Promotional Material
- Sponsorship Recognition in Direct E-mail Blasts (5,000+ list)
- Sponsor Logo on event digital ads (5,000+ views per week)

Village Sponsor-\$500

- On-Site Booth Space (Canopy, Table and 2 Chairs) In premier featured location of the event
- Live MC Announcement-Sponsorship Recognition
- Sponsorship Recognition in Event Program
- Stage Performance or address audience in between performances
- 2 Tickets to hospitality area

Community Sponsor - \$300

- On-Site Booth Space (Table and 2 Chairs)
- Live MC Announcement-Sponsorship Recognition
- Sponsorship Recognition in Event Program



gilbertaz.gov/special-events



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