



An invitation to become an

Official Event Sponsor

For the
Town of Sahuarita

2018 Fiesta Sahuarita

*The BEST Small Town Festival in Southern
Arizona*

**Saturday, March 31, 2018
12:00pm – 6:00pm**



Dear Potential Sponsor;

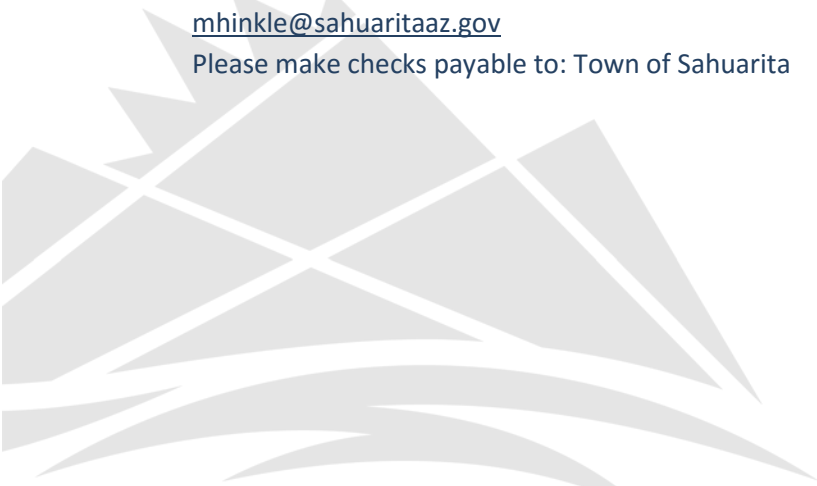
Fiesta Sahuarita is the Town of Sahuarita's largest and most successful annual event of the year. Fiesta Sahuarita was conceived in 2004, when the Town Manager and Town Council agreed that an event should be created to celebrate the incorporation of the Town and looking to the Town's future. The Town of Sahuarita Parks and Recreation Department took on the event and this was the birth of what is now called "Fiesta Sahuarita." Fiesta Sahuarita has grown considerably over the past 13 years. With over 12,000 residents in attendance, they had the opportunity to enjoy 90+ vendors including food, non-profits, local businesses, games, crafts, rides, activities for children and families, music, entertainment and exhibits from local businesses & non-profit organizations. This year Fiesta Sahuarita is proud to bring back the amusement park area at the event. The entrance fee is a non-perishable food item that will be donated to the Green Valley & Sahuarita Community Food Bank.

Thank you,

Melissa Hinkle

Event & Volunteer Coordinator
Town of Sahuarita
375 W. Sahuarita Center Way
Sahuarita, AZ 85629
520-445-7853
mhinkle@sahuaritaaz.gov

Please make checks payable to: Town of Sahuarita



Event Calendar

| Date | Time | Activity |
|-----------------|----------------|--|
| 8/28/17 | 8:00am | Vendor packet released |
| 10/23/17 | 8:00am | Sponsor packets released |
| 10/23/17 | 8:00am | T-shirt Design flyer released to school and around town |
| 12/1/17 | 5:00pm | T-shirt design submittals due |
| 1/12/18 | 5:00pm | Sponsorship deadline for flyers, T-shirts, banners and programs – submit to Communications for Marketing |
| 3/2/18 | 5:00pm | Vendor deadline to be published on brochure |
| 3/8/18 | 6:30pm | Vendor meeting |
| Week of 3/12/18 | During the day | Volunteer / Staff meeting |
| 3/31/18 | 12:00-6:00pm | FIESTA SAHUARITA Event Day |





Sponsorship Opportunities and Benefits

Deadline January 12, 2018

General Monetary Sponsorships

Title Sponsor - \$8,000 or more

- Business has exclusive rights to hang their banner on the fence to the activities area
- Free vendor booth space (with a completed application)
- Business logo will be on the Fiesta Sahuarita t-shirt in large print
- Receive 10 Fiesta Sahuarita T-shirts in advance
- Business name or logo will be used on all forms of advertising including radio, newspaper, flyer, and sponsor banners at the event as the signature sponsor
- Business logo will be listed on the Town of Sahuarita website under the Fiesta Sahuarita page

Presenting Sponsor - \$5,000 - \$7,999

- Free vendor booth space (with a completed application)
- Business logo will be on the Fiesta Sahuarita t-shirt in large print
- Receive 10 Fiesta Sahuarita T-shirts in advance
- Business name or logo will be used on all forms of advertising including radio, newspaper, flyer, and sponsor banners at the event
- Business logo will be listed on the Town of Sahuarita website under the Fiesta Sahuarita page

Associate Sponsor - \$2,000 - \$4,999

- Free vendor booth space (with a completed application)
- Business logo will be on the Fiesta Sahuarita t-shirt
- Business name or logo will be used on all forms of advertising including radio, newspaper, flyer, and sponsor banners at the event
- Business logo will be listed on the Town of Sahuarita website under the Fiesta Sahuarita page

Supporting Sponsor - \$1,000 - \$1,999

- Business name or logo will be used on all forms of advertising including radio, newspaper, flyer, and sponsor banners at the event
- Business logo will be listed on the Town of Sahuarita website under the Fiesta Sahuarita page

Contributing Sponsor - \$100 - \$999

- Business name or logo will be used on all forms of advertising including radio, newspaper, flyer, and sponsor banners at the event

In-Kind Supporter (non-monetary contributions)

Tier 1 - \$8,000 or more

- Business has exclusive rights to hang their banner on the fence to the activities area
- Free vendor booth space (with a completed application)
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Tier 2 - \$5,000 - \$7,999

- Business has exclusive rights to hang their banner on the fence to the activities area
- Free vendor booth space (with a completed application)
- Business logo will be on the Fiesta Sahuarita t-shirt in large print
- Receive 10 Fiesta Sahuarita T-shirts in advance
- Business name or logo will be used on all forms of advertising including radio, newspaper, flyer, and sponsor banners at the event
- Business logo will be listed on the Town of Sahuarita website under the Fiesta Sahuarita page

Tier 3 - \$2,000 - \$4,999

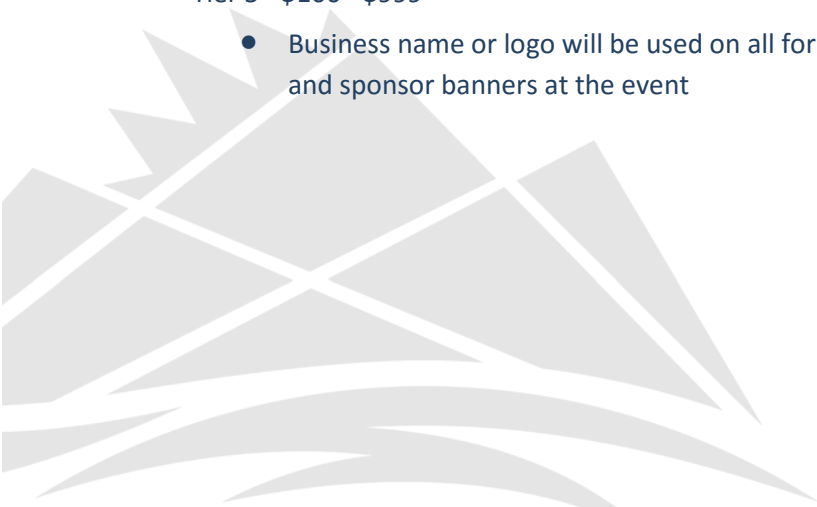
- Free vendor booth space (with a completed application)
- Business logo will be on the Fiesta Sahuarita t-shirt
- Business name or logo will be used on all forms of advertising including radio, newspaper, flyer, and sponsor banners at the event
- Business logo will be listed on the Town of Sahuarita website under the Fiesta Sahuarita page

Tier 4 - \$1,000 - \$1,999

- Business name or logo will be used on all forms of advertising including radio, newspaper, flyer, and sponsor banners at the event
- Business logo will be listed on the Town of Sahuarita website under the Fiesta Sahuarita page

Tier 5 - \$100 - \$999

- Business name or logo will be used on all forms of advertising including radio, newspaper, flyer, and sponsor banners at the event





Sponsorship Opportunities and Benefits Deadline January 12, 2018

Please check off the sponsorship category and level you wish to contribute to the 2017 Fiesta Sahuarita. Please make checks payable to Town of Sahuarita and submit payment with this form.

General Monetary Sponsorships

- Title Sponsor - \$8,000 or more
- Presenting Sponsor - \$5,000 - \$7,999
- Associate Sponsor - \$2,000 - \$4,999
- Supporting Sponsor - \$1,000 - \$1,999
- Contributing Sponsor - \$100 - \$999

In-Kind Supporter (non-monetary contributions)

- Tier 1 - \$8,000 or more
- Tier 2 - \$5,000 - \$7,999
- Tier 3 - \$2,000 - \$4,999
- Tier 4 - \$1,000 - \$1,999
- Tier 5 - \$100 - \$999

**For explanation of sponsorship opportunities and benefits, please refer to the Official Event Sponsor packet. Please note that the Sponsorship deadline is January 12, 2017*

Business Name: _____

Contact Name: _____

Business Address: _____

Business Email: _____

Authorized By: _____ Date: _____

Signature of Authorized Representative

