



DOWNTOWN TEMPE

2026-2027 Vendor Opportunities

Partner with the cultural heart of Downtown Tempe

450,000+ annual attendees
\$25M+ economic impact
18+ event days annually

www.downtowntempe.com



Where Community, Culture & Commerce Connect

Downtown Tempe is one of Arizona's most energetic urban districts — a destination where arts, culture, nightlife, entertainment, and community experiences create year-round momentum. Through signature events, public activations, and immersive experiences, Downtown Tempe engages residents, students, visitors, workers, and businesses while creating measurable economic impact.

BY THE NUMBERS

- 450,000+ Annual Event Attendees
- \$25M+ Estimated Economic Impact
- 18+ Event Days Annually
- 13,000+ Email Subscribers
- 66,800+ Social Followers
- Regional Audience Reach Across Metro Phoenix

Brand Visibility

Reach highly engaged audiences through on-site presence & activation.

Consumer Engagement

Connect directly with attendees through immersive experiences, product sampling, interactive activations, and hospitality. **Selling onsite is not allowed.**

Community Impact

Support arts, culture, diversity, local business, and vibrant public experiences.

Lead Generation

For future sales opportunities.

Audience

- Young Professionals
- ASU Students & Alumni
- Families
- Food & Arts Enthusiasts
- Urban Explorers
- Visitors & Tourists
- Local Residents
- Diverse & Multigenerational Audiences

Audience Interests

- Arts & Culture
- Music & Entertainment
- Food & Beverage
- Local Experiences
- Shopping & Retail
- Community Events
- Nightlife & Festivals



2nd Sundays ON MILL

LOCAL MARKET + STREET PERFORMANCES + LIVE MUSIC + MORE

Attendance: 4,000+ per event

A lively open-street experience featuring local artists, makers, live music, entertainment, interactive experiences, food, and community connection in the heart of Downtown Tempe.

Four Sundays - Full Season

November 8, 2026

January 10, 2027

February 14, 2027

April 11, 2027

Event Hours: 10 am - 3 pm

Audience Experience

- Local Makers
- Family Friendly
- Interactive Art
- Live Music
- Community Gathering
- Walkable Urban Experience

Vendor Opportunity	Investment	Details
10x10 Vendor Booth	\$1,000 full season or \$250 each event	• Inclusion of logo on event website. No power or water provided. • Bring your own tent, table, chairs. Tents must have 40 lb. weights each pole leg.
10x20 Vendor Booth	\$2000 full season or \$500 each event	• Inclusion of logo on event website. No power or water provided. • Bring your own tent, table, chairs. Tents must have 40 lb. weights each pole leg.

www.downtowntempe.com/events/2nd-sundays-on-mill



Fantasy of Lights Street Parade + Tree Lighting

Saturday, November 28, 2026, 4:00 - 8:00 PM

Fantasy of Lights Boat Parade

Saturday, December 12, 2026, 4:00 - 9:00 PM

Attendance: 20,000+ at each parade

Cherished Downtown Tempe holiday traditions featuring community parades, live entertainment, Santa experiences, holiday markets and festive family programming.

Vendor Opportunity	Investment for each Parade	Benefits
10x10 Vendor Booth	\$1500	- Includes booth space at one parade, inclusion on event website and social media promotion. - Bring own tent, tables, chairs. Tents must be weighted 40 lbs. per leg. Equipment can be rented for add'l cost.
10x20 Vendor Booth	\$3000	- Includes booth space at one parade, inclusion on event website and social media promotion. - Bring own tent, tables, chairs. Tents must be weighted 40 lbs. per leg. Equipment can be rented for add'l cost.

www.downtowntempe.com/events/fol-street-parade-tree-lighting
www.downtowntempe.com/events/fol-boat-parade



TEMPE FESTIVAL of the ARTS

Tempe Festival of the Arts

Fall Festival: December 4 - 6, 2026

Spring Festival: March 12 - 14, 2027

Attendance: 120,000+

350+ juried artist booths line Mill Avenue and the surrounding streets presenting unique and hand-made artwork that offers visitors a distinctive shopping experience. The spring and fall events each attract nearly 150,000 visitors to the Downtown Tempe area over the course of a 3-day weekend.

Festival hours: Fri & Sat 10AM - 5:00PM, Sunday 10AM - 4:00PM

Vendor Booths

In-line vendor booths offer vendors the opportunity to be in-line along the street mixed in between the juried artist booths, placing you up front and center with over 120,000 festival attendees.

Booth sizes range in size from 10x10 to 10x20. Costs are determined by location and size according to the map on the following page.

Vendor Booth includes:

- Booth space
- Logo inclusion on website and banner towers
- Access to 120,000 attendees over 3 days
- No rental equipment or electrical provided (additional cost)
- Tents must be weighted - 40 lbs. per tent leg

www.tempefestivalofthearts.com



Check out the new sidewalk booth options!



1000A

Chalk-A-Lot

1100

1133 1124
1135 1126

Lo-Fi DJ Lounge

5013 5011
5014 5012

5th STREET

1200 N

1215 1216
1217 1218

5600

Young Artists

6336
6338
6340

Kids Block

1247 1230
1249 1232

1200E

6330
6331
6332
6333
6334

6001
6003
6005
6007
6009
6011

6th STREET

Wine Tasting

Centerpoint Stage

1409 1408
1411 1410

1400N

1451-1450

VENDOR ZONES

- Festival Entrance \$4000
- Zone A 10'x10' \$2700
- Zone B 10'x10' \$2500
- Zone C 10'x10' \$1500

University Drive

Mill Avenue

University Drive



Tempe Blooms

January 23-24, 2027
Event Hours: 10 AM - 5 PM

Attendance: 80,000+

A two day vibrant floral and mural experience transforming Downtown Tempe into a walkable celebration of art, flowers, music, and immersive public experiences.

Event Features

- 20+ large-scale floral installations
- Live Muralists
- Live Music
- Vendor Flower Market + Flower Bar
- Interactive Experiences
- Downtown dining and shopping activations

Vendor Opportunity	Investment	Details
10x10 Vendor Booth	\$1500	• Includes 10x10 booth space in Flowerful Market • Logo inclusion on event website and social media promotion. • Bring own tent, tables, chairs. Tents must be weighted 40 lbs. per leg.
10x20 Vendor Booth	\$3000	• Includes 10x10 booth space in Flowerful Market • Logo inclusion on event website and social media promotion. • Bring own tent, tables, chairs. Tents must be weighted 40 lbs. per leg.

www.downtowntempe.com/events/tempe-blooms



Pride Party

Downtown Tempe Pride Party

Saturday, June 5, 2027

Attendance: 4,000+

Event Hours: 7:00 - 11:00 PM

An inclusive and energetic community celebration featuring DJs, silent disco, performances, food, nightlife experiences, and queer-owned businesses.

Event Features

- Silent Disco
- Live DJs
- Dance Performances
- LGBTQ+ Market Vendors
- Interactive Experiences
- Nightlife Atmosphere
- Beer & Wine Garden

Vendor Opportunity	Investment for Booth	Benefits
10x10 Vendor Booth	\$500	• Includes booth space • Logo inclusion on event website • Bring own tent, tables, chairs. Tents must be weighted 40 lbs. per leg. No equipment or electricity provided.
10x20 Vendor Booth	\$1000	• Includes booth space • Logo inclusion on event website • Bring own tent, tables, chairs. Tents must be weighted 40 lbs. per leg. No equipment or electricity provided.

www.downtowntempe.com/events/pride-party



Downtown Tempe Juneteenth Block Party

June 19, 2027

Event Hours: 7:00 - 11:00 PM

Attendance: 4,000+

A joyful celebration of culture, creativity, music, art, and community honoring freedom, expression, and Black culture through immersive experiences and performances.

Event Features

- DJs and Live Music
- Spoken Word
- Dance Performances
- Dancing
- Live Art
- Interactive Experiences
- Nightlife Atmosphere
- Food Vendors, Beer & Wine Garden

Vendor Opportunity	Investment for Booth	Benefits
10x10 Vendor Booth	\$500	• Includes booth space • Logo inclusion on event website • Bring own tent, tables, chairs. Tents must be weighted 40 lbs. per leg. No equipment or electricity provided.
10x20 Vendor Booth	\$1000	• Includes booth space • Logo inclusion on event website • Bring own tent, tables, chairs. Tents must be weighted 40 lbs. per leg. No equipment or electricity provided.

www.downtowntempe.com/events/juneteenth-block-party

Signature Events That Amplify Your Brand

- Increase Brand Awareness
- Generate Leads
- Create Community Connection
- Support Employee Engagement
- Build Brand Reputation
- Drive Traffic & Sales

Digital Reach

- 66,800+ Social Followers
- 13,000+ Email Subscribers
- Event Website Promotion
- Paid Media Campaigns
- Influencer & Community Partnerships
- Regional Press Coverage

Media Channels

- Instagram
- Facebook
- TikTok
- Email Marketing
- Event Websites
- Digital Guides
- Media & Press Relations



Contact

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DOWNTOWN TEMPE

www.downtowntempe.com





DOWNTOWN TEMPE AUTHORITY DOWNTOWN TEMPE FOUNDATION

Let's create something unforgettable together.

Downtown Tempe creates experiences that connect people, support businesses, celebrate culture, and energize the community.

We invite you to partner with us for the 2026-2027 season.

CONTACT

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WWW.DOWNTOWNTEMPE.COM