



DOWNTOWN TEMPE

# 2026-2027 Sponsorship Opportunities

**Partner with the cultural heart of Downtown Tempe**

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

[www.downtowntempe.com](http://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

## 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

# Sponsorship That Creates Real Community Connection

Today's audiences want experiences — not advertisements. Downtown Tempe sponsorships place your brand directly inside meaningful cultural moments that create authentic engagement and lasting visibility.

## Sponsorship Benefits

### **Brand Visibility**

Reach highly engaged audiences through on-site activations, digital promotion, media coverage, and social campaigns.

### **Consumer Engagement**

Connect directly with attendees through immersive experiences, product sampling, interactive activations, and hospitality.

### **Community Impact**

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

### **Content Opportunities**

Generate compelling visual and social content aligned with community-driven experiences.

### **Custom Partnership Opportunities**

We tailor sponsorship packages to support your specific business goals.



# Signature Events



**Experiences That Define Downtown Tempe**





# 2nd Sundays ON MILL

**LOCAL MARKET + STREET PERFORMANCES + LIVE MUSIC + MORE**

## **Attendance: 3,500+ 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 Each Season**

November 8, 2026

January 10, 2027

February 14, 2027

April 11, 2027

### **Audience Experience**

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

<b>Sponsorship Level</b>	<b>Investment</b>	<b>Benefits</b>
Presenting Sponsor	\$5000	Naming rights, 10x10 sponsor booth, media inclusion, digital promotion, preferred placement
Live Music Sponsor	\$1000	Music sponsorship recognition across all four events, 10x10 booth space
Entertainment Sponsor	\$1000	Entertainment sponsorship recognition across all four events, 10x10 booth space

**Sponsor Benefits Include:** Social Media Promotion, Website Inclusion, Email Newsletter Exposure, On-Site Visibility, Media & Press Inclusion, Custom Booth Activation Opportunities



# Fantasy of Lights Street Parade + Tree Lighting

Saturday, November 28, 2026

Attendance: 20,000+

A cherished Downtown Tempe holiday tradition featuring a community parade, live entertainment, tree lighting ceremony, Santa experiences, and festive family programming.

### Event Features

- Holiday Parade
- Tree Lighting Ceremony
- Live Entertainment
- Santa Experiences
- Family Activities
- Downtown Shopping & Dining

Sponsorship Level	Investment	Benefits
Presenting Sponsor	\$10,000	Naming rights, speaking opportunity, booth space, parade participation
Main Stage Sponsor	\$7,500	Stage branding, digital promotion, recognition during event, 10x10 booth space
Santa Experience Sponsor	\$5,000	Santa activation branding and engagement opportunities, 10x10 booth space
Entertainment Sponsor	\$2,500	Entertainment sponsorship recognition, 10x10 booth space

**Sponsor Benefits Include:** Social Media Promotion, Website Inclusion, Email Newsletter Exposure, On-Site Visibility, Media & Press Inclusion, Booth Activation Opportunities



# Fantasy of Lights Boat Parade

Saturday, December 12, 2026

Attendance: 20,000+

One of Arizona's most unique holiday experiences featuring illuminated boats, fireworks, live entertainment, holiday shopping, food experiences, and family activities along Tempe Town Lake.

## Event Features

- Boat Parade
- Fireworks Finale
- Live Music
- Santa Experience
- Beer & Wine Garden
- Holiday Marketplace & Family Activities

Sponsorship Level	Investment	Benefits
Presenting Sponsor	\$10,000	Event naming rights, VIP tickets, booth space, speaking opportunity, parade unit
Main Stage Sponsor	\$7,500	Stage branding and event recognition, 10x10 booth space
Santa Experience Sponsor	\$5,000	Santa activation sponsorship, 10x10 booth space
Fireworks Sponsor	\$2,500	Fireworks presentation sponsorship, 10x10 booth space

**Sponsor Benefits Include:** Social Media Promotion, Website Inclusion, Email Newsletter Exposure, On-Site Visibility, Media & Press Inclusion, Booth Activation Opportunities



# 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+

One of the Southwest's premier arts festivals featuring more than 325 juried artists, immersive experiences, live entertainment, culinary activations, and interactive art programming.

### Festival Features

- 325+ juried artists
- Live Music
- Chalk-A-Lot Live Competition
- Youth Art Exhibit
- Arizona Wine + Spirits Tasting
- Kids Block
- Family Activities, Youth Collectors
- Food Trucks & More

Sponsorship Level	Investment	Benefits
<b>Presenting Sponsor: Creative Catalyst</b>	<b>\$25,000</b>	<p><b>You're the crown jewel of the festival - bold, central and unforgettable.</b></p> <ul style="list-style-type: none"> <li>• Festival Naming Rights "Tempe Festival of the Arts Presented by Sponsor Name"</li> <li>• Banner Tower Placement, Media &amp; Press Inclusion</li> <li>• Website &amp; Social Promotion, Logo on festival poster, newsletter mention (13K+ subscribers)</li> <li>• Digital Guide Integration</li> <li>• Main Stage Mentions</li> <li>• 10x10 Activation Space on Mill Avenue</li> <li>• VIP Hospitality Access, Parking Passes</li> <li>• Event Banners Throughout Festival (up to 6 3'x6' banners)</li> </ul>
<b>Mill Avenue Masterpieces Sponsor</b>	<b>\$15,000</b>	<p><b>Your support brings the festival to life.</b></p> <ul style="list-style-type: none"> <li>• Logo inclusion on banner towers, website &amp; social posts, event poster</li> <li>• Logo and mention in newsletter (13K+ subscribers)</li> <li>• 10x10 booth in high traffic area</li> <li>• Up to 4 3'x6' banners at event site</li> <li>• VIP Hospitality Access, Parking Passes</li> </ul>

Sponsorship Level	Investment	Benefits
<p><b>Tempe Canvas Sponsor</b></p>	<p><b>\$10,000</b></p>	<p><b>Bold, bright and full of flair.</b></p> <ul style="list-style-type: none"> <li>• Logo with link on official festival website</li> <li>• Logo on festival poster</li> <li>• Logo and newsletter mention (13K+ subscribers)</li> <li>• 10x10 booth space</li> <li>• VIP Hospitality Access, Parking Passes</li> <li>• Up to two 3'x6' banners at event site</li> </ul>
<p><b>Art Heart Sponsor</b></p>	<p><b>\$5,000</b></p>	<p><b>Adding charm and heart to the festival.</b></p> <ul style="list-style-type: none"> <li>• Presenting sponsor of programmed elements: Kids Block, Chalk-A-Lot, Young Collectors/Youth Art or others programs of interest</li> <li>• 10x10 booth space</li> <li>• Logo with link on official festival website</li> <li>• Logo and newsletter mention (13K+ subscribers)</li> <li>• VIP Hospitality Access, Parking Passes</li> </ul>

**Special Programs at the Festival**

- Arizona Wine & Spirits Tasting
- Kid's Block
- Chalk-A-Lot
- Main Stage
- Young Collectors
- Youth Art Gallery
- Artist Hospitality



[www.tempefestivalofthearts.com](http://www.tempefestivalofthearts.com)



TEMPE  
**FESTIVAL  
*of the* ARTS**  
 2026-2027



LIGHT RAIL STOP



3rd STREET

1000A

Chalk-A-Lot

4th STREET

INFO

1133 1124

1135 1126

Lo-Fi Lounge

5013 5011

5014 5012

5th STREET

Young Collectors

1215 1216

1217 1218

Young Artists

Kids Block

1247 1230

1249 1232

CITY HALL

6th STREET

6330  
 6331  
 6332  
 6333  
 6334

6001  
 6003  
 6005  
 6007  
 6009  
 6011

7th STREET

Wine Tasting

Centerpoint Main Stage

1409 1408

1411 1410

1451-1450

University Drive

Mill Avenue

University Drive



# Tempe Blooms

January 23-24, 2027

**Attendance: 80,000+**

A 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
- Flower Market + Flower Bar
- Interactive Experiences
- Downtown dining and shopping activations

Sponsorship Level	Investment	Benefits
Presenting Sponsor	\$25,000	Event naming rights, booth space, speaking opportunity, signage/banners on site, event giveaways or other activation, website, email and social channels
Floral Installation Sponsor	\$20,000	Name at 20+ floral installations, booth in Flowerful Market, inclusion on website and social media promotion
Live Music Sponsor	\$10,000	Name at 10 live music locations, booth in Flowerful Market, inclusion on website and social media promotion
Live Muralist Sponsor	\$10,000	Name at 10 live muralist locations, booth in Flowerful Market, inclusion on website and social media promotion

**Additional Sponsor Benefits Could Include:** Event Branding Integration, Website & Social Promotion, Booth Space, Digital Guide Placement, Event Signage, Experiential Activation Opportunities - we can customize your presence.



# Pride Party

## Downtown Tempe Pride Party

June 5, 2027

Attendance: 4,000+

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+ Vendors
- Interactive Experiences
- Nightlife Atmosphere
- Beer & Wine Garden

Sponsorship Level	Investment	Benefits
Presenting Sponsor	\$5,000	Presented by naming rights, booth space, speaking opportunity, signage/banners on site, event giveaways or other activation, website, email and social channels, parking passes
Main Stage Sponsor	\$2,500	Main Stage presented by naming rights, booth space, recognition from stage, website, email and social channels, parking passes
Silent Disco Sponsor	\$1,000	Included in marketing and key signage, social, booth space, website and email newsletter inclusion

**Additional Sponsor Benefits Could Include:** Event Branding Integration, Website & Social Promotion, Booth Space, Digital Guide Placement, Event Signage, Experiential Activation Opportunities - we can customize your presence.



# Downtown Tempe Juneteenth Block Party

**June 19, 2027**

**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
- Live Art
- Spoken Word
- Interactive Experiences
- Dance Performances
- Nightlife Atmosphere
- Food Vendors & Beer & Wine Garden

Sponsorship Level	Investment	Benefits
Presenting Sponsor	\$5,000	Presented by naming rights, booth space, speaking opportunity, signage/banners on site, event giveaways or other activation, website, email and social channels, parking passes
Main Stage Sponsor	\$2,500	Main Stage presented by naming rights, booth space, recognition from stage, website, email and social channels, parking passes
DJ/Dance Sponsor	\$1,000	Included in marketing and key signage, social, website, booth space, and email newsletter inclusion

**Additional Sponsor Benefits Could Include:** Event Branding Integration, Website & Social Promotion, Booth Space, Digital Guide Placement, Event Signage, Experiential Activation Opportunities - we can customize your presence.

# Custom Partnerships

## Let's Create Something Together

We work closely with sponsors to create customized experiences that align with your business objectives and audience.

### Partnership Opportunities

- Naming Rights
- Experiential Activations
- Interactive Installations
- Hospitality Experiences
- Product Sampling
- Influencer & Social Campaigns
- Community Engagement Programs
- VIP Experiences
- Digital Integration

### We Can Help You:

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

## Amplify Your Brand

### 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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