

*Fantasy
of
Lights*

dt DOWNTOWN TEMPE
**SPONSORSHIP
OPPORTUNITIES**

2022 SEASON

DOWNTOWNTEMPE.COM



Get involved with the Street Parade, the Boat Parade or both!

Sponsorships range from \$1,500 to \$10,000, depending on the needs of your company. Whether you are looking for simply participation in the parade or recognition through marketing, or if you are looking to showcase your company as a champion of our community, we can provide the right option that meets your needs.

At every level, with both of these events, we value your partnership and we can guarantee that your teams will enjoy their involvement. These events are memorable and heart-warming to our entire community.

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2022 FANTASY OF LIGHTS SPONSORSHIP OPPORTUNITES

The Fantasy of Lights Street Parade and Boat Parade have become longstanding holiday events in Downtown Tempe for more than 20 years. Join us to celebrate our very special downtown, support local merchants and create lifelong memories at the start of the holiday season.



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STREET PARADE & TREE LIGHTING CEREMONY

FRIDAY, NOVEMBER 25, 2022

Since 1994, families and community members have enjoyed the Fantasy of Lights Street Parade in downtown Tempe. An authentic hometown tradition held annually during the Thanksgiving holidays, this parade draws as many as 25,000 people from across the region.

The parade takes place along Mill Avenue and winds around downtown finishing in Centerpoint with a Tree Lighting Ceremony. Guests enjoy live entertainment, food vendors, a holiday market, a towering holiday tree, and of course an opportunity to greet Santa.

The parade includes as many as 40 units, including floats, balloons, clowns, novelty units, marching bands, and more. This is a magical event for the entire family.

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BOAT PARADE

SATURDAY, DECEMBER 10, 2022

Nearly 20,000 spectators attend the Valley's most unique holiday event: the Fantasy of Lights Boat Parade at Tempe Beach Park in Downtown Tempe. The boat parade features decorated watercraft lighting up the night with thousands of holiday lights. Boaters come from throughout the Valley to vie for Best Motorized, Best Human-Powered, Kids' Choice and Best LED-Only Lighting winners. It's the only time of the year that motorized boats are permitted to operate in Tempe Town Lake.

In addition to the Boat Parade, hundreds of luminaria illuminate the sidewalks and paths of Tempe Beach Park, there is a Holiday Market, live musical entertainment takes stage and of course food and beverage vendors are on hand as well. Even Santa Claus will be on hand to celebrate and to hear gift requests from boys and girls. The event concludes with a dazzling fireworks grand finale. It's a fun, festive, family celebration!



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CONTRIBUTORS

\$1,500

- ✓ Logo inclusion on the website
- ✓ Parade unit inclusion or booth onsite
- ✓ Downtown Tempe Newsletter inclusion (13,000 subscribers)

\$3,000

- ✓ All above benefits
- ✓ Inclusion in social media
- ✓ Inclusion in stage mentions
- ✓ logo included on Tempe Water Bill

PRESENTERS

\$5,000

- ✓ All above benefits
- ✓ Logo inclusion on cross street banner
- ✓ Presenting rights to one component of the event:
 - Tree-Lighting
 - Santa Tent
 - Fireworks
 - Entertainment Stage
 - Holiday Market

\$10,000

- ✓ All above benefits
- ✓ Presenting Rights to either parade

SPONSORSHIP LEVELS

YOUR SUPPORT IS INVALUABLE!

EVENT STATISTICS

- Street parade began in 1994
- Boat parade began in 1999
- 43.8k visitors to the 2021 street parade with average dwell time of 258 minutes
- 52.7k visitors to the 2021 Boat Parade with average dwell time of 240 minutes
- Average Household Income at the Street Parade is \$88k
- Average Household Income at the Boat Parade is \$83.5k
- Majority of guests attending the event are from neighboring East Valley communities with 85281, 85282, 85283, 85202, 85205, 85251 being the most frequent zip codes

CONTACT US

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