

Space Assigned: _____

Size: _____

Fiestas Patrias

Saturday, Sept. 17 | 5-10 p.m.

Sponsor Application

Submit completed application to:
Events Specialist
julieanna.carsen@yumaaz.gov
1440 W. Desert Hills Dr., Yuma, AZ 85365
(928) 373-5040
Make checks payable to:
Yuma Civic Center

Yuma Civic Center Event ID 2016 Fiestas Patrias Event #1609005

Business/Organization _____ **Representative** _____

Address _____ **E-Mail** _____

Business phone _____ **Cell** _____

Food Vendor	<input type="checkbox"/> Food vendor (20'x25') *Insurance requirement
Business Vendor	<input type="checkbox"/> Business & Sponsor Booth (10'x10')

Notes / List additional in-kind donations

Brand exposure through civic engagement!

- Create brand awareness and visibility for your business
- Drive retail traffic to your business and connect face to face with thousands of community members
- Showcase your community support to regional and international audiences
- Cash in on merchandising opportunities and in-event profit potential
- Market your brand, services or message directly to the public through event advertising

Choose your Sponsorship Package

- Presenting Title Sponsor - \$2,000**
- Name and/or logo will be integrated into all event branding as Presenting Sponsor
 - Highest visibility on all print, digital and broadcast event advertising
 - Premier banner placement in designated sponsor banner area
 - Public recognition during event from main stage
 - (10) Exclusive VIP passes to include complimentary food and beverages
 - Premium double-booth placement inside festival area (10x20)

- Art, Culture & Heritage Displays & Crafts - \$1,000**
- Name and/or logo will be integrated into event branding
 - Highest visibility on all print, digital and broadcast event advertising
 - Premier banner placement in designated sponsor banner area
 - Public recognition during event from main stage
 - (4) Exclusive VIP passes to include complimentary food and beverages
 - Premium double-booth placement inside festival area (10x20)

- Event Sponsor - \$500**
- Name and/or logo will be integrated into event branding
 - Banners placed in designated sponsor banner area
 - Public recognition during event from main stage
 - (1) business vendor booth provided in festival area (10x10)

If you do not see a sponsorship package that suits your needs, call us and let's discuss the possibilities!

*Agreed sponsorship amount is due in full to the Yuma Civic Center on receipt of invoice or with submission of the completed sponsorship application. The Yuma Civic Center reserves the right to change or alter booth locations at their discretion. The Yuma Civic Center events are reserved for vendors and sponsors on a 'first come, first served' basis. Booth space reservations are secured by completed application with payment in full and must be received by **August 12, 2016** to have logo and brand included in event advertising. **Acknowledgement and Release:** By signing below, I agree that I will assume all risks that arise from my participation. I also hereby waive any claims against the City of Yuma and its co-sponsors for any injuries or loss that arise from our participation. Further, I grant full permission to the event organizers, promoters and sponsors or any agent authorized by them, to use any photographs, videos, recordings or any other record of this event for any legitimate purpose. I acknowledge that I have read, understand and agree to all Vendor Rules and Regulations and Vendor Insurance and Indemnity Requirements if sponsorship participation includes vendor booth space.

Print name & title **Signature** **Date**

(OFFICE USE) Payment Total \$ _____ Food Vendor Proof of insurance Method of Payment Cash Chk CC

Credit Card Processing Card Number: _____ Expires: _____ CVV 3 Digit Security Number: _____



YUMA CIVIC CENTER

FREE community event

Saturday

Fiestas Patrias

Sept. 17

5~10 PM

Authentic Food
International entertainment
Cultural displays
Dance party
Consul reading of
EL GRITO DE DOLORES

VENDOR & SPONSOR MEETING

VIP packets and parking permits will be issued during the Fiestas Patrias street fair vendor and sponsor meeting to be held in the Yuma Civic Center on

Thursday, September 8, 2016 at 2 p.m.

LOGO USAGE

All logo submissions are due to Festival Coordinator JulieAnna Carsen no later than

Friday, August 12, 2016 by 5 p.m.

Submit high-resolution digital logo images by email to: julieanna.carsen@yumaaz.gov. Event sponsors with at least \$500 contributions will have their business name and/or logo included in the following event advertising:

- Event Flyer
- Social Media Campaigns
- Event Billboard Advertising

Art & Culture sponsors, as well as Title sponsors, will receive the aforementioned advertising in addition to

- Radio and television commercial mentions

We encourage festival participants to share posts, flyers and social media events with their customers and the community. The event flyer may not be altered in any way.

COMPANY BANNERS

Please arrange banner pickup or delivery to the Yuma Civic Center by no later than

September 13, 2016

If you are creating a banner for this event, the recommended size for festival signage is 3'x6' made of mesh material.