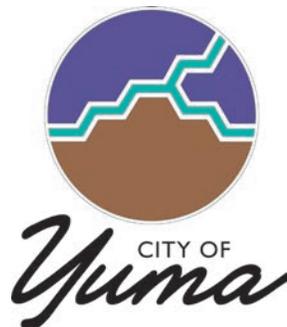




# City of Yuma *Heritage Festivals*



2018-2019 Event Sponsorship Package



## Fun, food and festivities are just a few of the things you can expect at a City of Yuma Heritage Festivals event!

Each year more than 250,000 people visit Yuma to experience the sights, sounds, tastes, and heritage of this very unique and historic place.

City of Yuma Heritage Festivals celebrates our unique history by hosting events throughout the year in Yuma's Historic Downtown.

These events feature activities for all ages and attract thousands of visitors into Yuma's historic Downtown and the Heritage Area.

We invite you to join us as a Heritage Festivals Sponsor. The following pages will go over several sponsorship options for our 2018-2019 season.

# Trick or Treat on Main Street

Wednesday, October 31, 2018 | 4-10pm

Join us for this spook-tacular family-friendly event. Children are invited to wear their best costume and walk through Historic Main Street to gather treats. The event will include a free screening of a PG Halloween movie in the Historic Yuma Theatre, food and vendor booths, a free kids corner, and of course lots of candy!

## Event Sponsor (Limit 4)

Investment: \$500

- NEW!
- Company logo featured on rolling digital displays next to stage
  - Company logo featured on local billboard advertising
  - Company logo on printed promotional material to include ads, posters and flyers
  - Company logo on video ads; may include television, Facebook, Twitter & Instagram
  - Special recognition / tagging on social media
  - Company logo on digital marketing television displays
  - Company name mentioned on radio advertising
  - Company name listed on City of Yuma website event page, yumaaz.gov
  - One 10x10 booth space at event
  - Company banner displayed at the event
  - Company given verbal recognition during event

## Movie Sponsor (Limit 1)

Investment: \$250

- Company logo on printed promotional material to include ads, posters and flyers
- Company logo displayed on movie screen before and after movie showing
- Vertical banner stand displayed in the lobby, produced by the city of Yuma
- Special recognition / tagging on social media
- Company name listed on City of Yuma website event page, yumaaz.gov
- Company given verbal recognition during event

## Kids Corner Sponsor (Limit 2)

Investment: \$250

- Company logo on printed promotional material to include ads, posters and flyers
- Special recognition / tagging on social media
- Company name listed on City of Yuma website event page, yumaaz.gov
- Company banner displayed at Kids Corner
- Company given verbal recognition during event

## Candy / Banner Sponsor (No limit)

Investment: \$100

- Special recognition / tagging on social media
- Company banner displayed along Main Street during event

**TRICK OR TREAT**  
**ON HISTORIC**  
**MAIN ST.**



# Christmas Lighting on Historic Main Street

Saturday, December 1, 2018 | 6-10pm

Join us for this family-friendly holiday event. Attendees will be treated to a tree lighting ceremony, free photos with Santa & Mrs. Claus, performances, and more!

## Event Sponsor *(Limit 4)*

Investment: \$500

- Opportunity to go on stage with City of Yuma Mayor and assist during lighting ceremony
- NEW! - Company logo featured on rolling digital displays next to stage
- Company logo featured on local billboard advertising
- Company logo on video ads; may include television, Facebook, Twitter & Instagram
- Company logo on printed promotional material to include ads posters and flyers
- Company logo on video ads; may include television, Facebook & Instagram
- Special recognition / tagging on social media
- Company logo on digital marketing television displays
- Company name mentioned on radio advertising
- Company name listed on City of Yuma website event page, yumaaz.gov
- One 10x10 booth space at event
- Company banner displayed at the event
- Company given verbal recognition during event

## Kids Corner Sponsor *(Limit 2)*

Investment: \$250

- Company logo on printed promotional material to include ads, posters and flyers
- Special recognition / tagging on social media
- Company name listed on City of Yuma website event page, yumaaz.gov
- Company given verbal recognition during event

## Candy / Banner Sponsor *(No limit)*

Investment: \$100

- Special recognition / tagging on social media
- Company banner displayed along Main Street during event

**CHRISTMAS  
LIGHTING**  
on Historic Main Street



# Yuma Medjool Date Festival

Saturday, January 26, 2019, 10am - 6pm

This event is an annual Yuma tradition! Enjoy a fabulous array of delicious food and drink, live music, chef demonstrations, and more!

## **Title Sponsor** (*Limit 4*)

Investment: \$1,000

- NEW!
- Company logo featured on rolling digital displays next to stage
  - Company logo featured on local billboard advertising
  - Company logo on printed promotional material to include ad, posters and flyers
  - Company logo on video ads; may include television, Facebook, Twitter & Instagram
  - Company logo featured on local billboard advertising
  - Special recognition / tagging on social media
  - Company logo on digital marketing television displays
  - Company name mentioned on radio advertising
  - Company name listed on City of Yuma website event page, yumaaz.gov
  - One 10x10 booth space at event
  - Company banner displayed at the event
  - Company given verbal recognition during event

## **Event Sponsor** (*Limit 2*)

Investment: \$500

- Company logo on printed promotional material to include ads, posters and flyers
- Special recognition / tagging on social media
- Company name listed on City of Yuma website event page, yumaaz.gov
- Company given verbal recognition during event

## **Kids Corner Sponsor** (*Limit 4*)

Investment: \$250

- Company logo on printed promotional material to include ads, posters and flyers
- Special recognition / tagging on social media
- Company name listed on City of Yuma website event page, yumaaz.gov
- Company given verbal recognition during event

## **Banner Sponsor** (*No limit*)

Investment: \$100

- Special recognition / tagging on social media
- Company banner displayed along Main Street during event



# Boogie, Brews & Blues Festival

Saturday, February 16, 2019, 10am - 7pm

This event is a downtown favorite! Enjoy a full-day of live blues music, great food, and craft beer in Gateway Park, right along the Colorado River!

## Title Sponsor (Limit 3)

Investment: \$1,000

- Company logo featured on local billboard advertising
- Company logo featured on VIP/Backstage Passes
- 6 VIP Boogie, Brews and Blues Festival Passes (*admission and access to hospitality tent*)
- Company logo on printed promotional material to include ads, posters and flyers
- Company logo on video ads; may include television, Facebook, Twitter & Instagram
- Special recognition / tagging on social media
- Company logo on digital marketing television displays
- Company name mentioned on radio advertising
- Company name listed on City of Yuma website event page, yumaaz.gov
- One 10x10 booth space at event
- Company banner displayed on the front of the stage
- Company given verbal recognition during event
- Opportunity to speak on stage at event (3-5 minutes)

## Beer Garden Sponsor

Investment: \$750

- 4 VIP Boogie, Brews and Blues Festival Passes (*admission and access to hospitality tent*)
- Company logo on printed promotional material to include ads, posters and flyers
- Company logo on video ads; may include television, Facebook, Twitter & Instagram
- Special recognition / tagging on social media
- Company logo on digital marketing television displays
- Company name mentioned on radio advertising
- Company name listed on City of Yuma website event page, yumaaz.gov
- One 10x10 booth space at event
- Company given verbal recognition throughout day of event

## Event Sponsor

Investment: \$500

- Company logo on printed promotional material to include ads, posters and flyers
- Special recognition / tagging on social media
- Company logo on digital marketing television displays
- Company name mentioned on radio advertising
- Company name listed on City of Yuma website event page, yumaaz.gov
- Company given verbal recognition during event

## Banner Sponsor

Investment: \$100

- Company banner displayed on event fence
- Special recognition / tagging on social media



# NEW! BBQ & BREW Festival

February 22 (3-10 pm) - February 23 (10am-10pm), 2019

Get your taste buds ready for Yuma's inaugural BBQ & Brew Festival! This two-day festival will pack Main Street with mouthwatering BBQ, a country music concert, and ice cold brew.

## Title Sponsor

Investment: \$1,000

- NEW!
- Company logo featured on rolling digital displays next to stage
  - Company logo featured on local billboard advertising
  - Company logo featured on VIP/Backstage Passes
  - 6 VIP BBQ & Brew Festival Passes (*access to hospitality tent*)
  - Company logo on printed promotional material to include ads, posters and flyers
  - Company logo on video ads; may include television, Facebook, Twitter & Instagram
  - Special recognition / tagging on social media
  - Company logo on digital marketing television displays
  - Company name mentioned on radio advertising
  - Company name listed on City of Yuma website event page, yumaaz.gov
  - One 10x10 booth space at event
  - Company banner displayed on the front of the stage
  - Company given verbal recognition during event
  - Opportunity to speak on stage at event (3-5 minutes)

## Beer Garden Sponsor

Investment: \$750

- NEW!
- Company logo featured on rolling digital displays next to stage
  - 4 VIP BBQ & Brew Festival Passes (*access to hospitality tent*)
  - Company logo on printed promotional material to include ads, posters and flyers
  - Company logo on video ads; may include television, Facebook, Twitter & Instagram
  - Special recognition / tagging on social media
  - Company logo on digital marketing television displays
  - Company name mentioned on radio advertising
  - Company name listed on City of Yuma website event page, yumaaz.gov
  - One 10x10 booth space at event
  - Company given verbal recognition during event



## Event Sponsor

Investment: \$500

- Company logo on printed promotional material to include ads, posters and flyers
- Special recognition / tagging on social media
- Company logo on digital marketing television displays
- Company name mentioned on radio advertising
- Company name listed on City of Yuma website event page, yumaaz.gov
- Company given verbal recognition during event

## Kids Corner Sponsor

Investment: \$250

- Company logo on printed promotional material to include, ads, posters and flyers
- Company name mentioned on radio advertising
- Company name listed on City of Yuma website event page, yumaaz.gov
- Company banner displayed at Kids Corner

# Music on Main Block Party

Saturday, March 16, 2019, 4pm -11pm

The sound of music and excitement fill the air for this St. Patrick's Day celebration! Attendees can enjoy local bars, restaurants, street vendors, entertainment, a beer garden and more!

## Title Sponsor

Investment: \$1,000

- NEW!
- Company logo featured on rolling digital displays next to stage
  - Company logo featured on VIP/Backstage Passes
  - Company logo on printed promotional material to include ads, posters and flyers
  - Company logo on video ads; may include television, Facebook, Twitter & Instagram
  - Special recognition / tagging on social media
  - Company logo on digital marketing television displays
  - Company name mentioned on radio advertising
  - Company name listed on City of Yuma website event page, yumaaz.gov
  - One 10x10 booth space at event
  - Company banner displayed on the front of the stage
  - Company given verbal recognition during event
  - Opportunity to speak on stage at event (3-5 minutes)

## Beer Garden Sponsor

Investment: \$750

- NEW!
- Company logo featured on rolling digital displays next to stage
  - Company logo on printed promotional material to include ads, posters and flyers
  - Company logo on video ads; may include television, Facebook, Twitter & Instagram
  - Special recognition / tagging on social media
  - Company logo on digital marketing television displays
  - Company name mentioned on radio advertising
  - Company name listed on City of Yuma website event page, yumaaz.gov
  - One 10x10 booth space at event
  - Company given verbal recognition during event

## Event Sponsor

Investment: \$500

- Company logo on printed promotional material to include ads, posters and flyers
- Special recognition / tagging on social media
- Company logo on digital marketing television displays
- Company name mentioned on radio advertising
- Company name listed on City of Yuma website event page, yumaaz.gov
- Company given verbal recognition during event



## Kids Corner Sponsor

Investment: \$250

- Company logo on printed promotional material to include, ads, posters and flyers
- Company name mentioned on radio advertising
- Company name listed on City of Yuma website event page, yumaaz.gov
- Company banner displayed at Kids Corner



# Cinco de Mayo (menos Uno) Celebration

Saturday, May 4, 2019, 4pm -11pm

Join the fiesta in Historic Downtown Yuma! This is the first official block party of the summer. Attendees can enjoy great food, vendors, kids play zone, entertainment, and refreshments.

## Title Sponsor

Investment: \$1,000

- NEW!
- Company logo featured on rolling digital displays next to stage
  - Company logo featured on VIP/Backstage Passes
  - Company logo on printed promotional material to include ads, posters and flyers
  - Company logo on video ads; may include television, Facebook, Twitter & Instagram
  - Special recognition / tagging on social media
  - Company logo on digital marketing television displays
  - Company name mentioned on radio advertising
  - Company name listed on City of Yuma website event page, yumaaz.gov
  - One 10x10 booth space at event
  - Company banner displayed on the front of the stage
  - Company given verbal recognition during event
  - Opportunity to speak on stage at event (3-5 minutes)

## Beer Garden Sponsor

Investment: \$750

- NEW!
- Company logo featured on rolling digital displays next to stage
  - Company logo on printed promotional material to include ads, posters and flyers
  - Company logo on video ads; may include television, Facebook, Twitter & Instagram
  - Special recognition / tagging on social media
  - Company logo on digital marketing television displays
  - Company name mentioned on radio advertising
  - Company name listed on City of Yuma website event page, yumaaz.gov
  - One 10x10 booth space at event
  - Company given verbal recognition during event

## Event Sponsor

Investment: \$500

- Company logo on printed promotional material to include ads, posters and flyers
- Special recognition / tagging on social media
- Company logo on digital marketing television displays
- Company name mentioned on radio advertising
- Company name listed on City of Yuma website event page, yumaaz.gov
- Company given verbal recognition during event

## Kids Corner Sponsor

Investment: \$250

- Company logo on printed promotional material to include, ads, posters and flyers
- Company name mentioned on radio advertising
- Company name listed on City of Yuma website event page, yumaaz.gov
- Company banner displayed at Kids Corner



# Celebrate the Heat on Yuma's Main Street

Saturday, September 7, 2019, 6pm - 10pm

We don't hide away from the summer - we celebrate it! This block party highlights Yuma's beautiful summer nights with a car show, great food, vendors, kids 'ICE Garden' play zone, and entertainment.

## Title Sponsor

Investment: \$1,000

- NEW!
- Company logo featured on rolling digital displays next to stage
  - Company logo featured on local billboard advertising
  - Company logo on printed promotional material to include ads, posters and flyers
  - Company logo on video ads; may include television, Facebook, Twitter & Instagram
  - Special recognition / tagging on social media
  - Company logo on digital marketing television displays
  - Company name mentioned on radio advertising
  - Company name listed on City of Yuma website event page, yumaaz.gov
  - One 10x10 booth space at event
  - Company banner displayed on the front of the stage
  - Company given verbal recognition during event
  - Opportunity to speak on stage at event (3-5 minutes)

## Beer Garden Sponsor

Investment: \$750

- NEW!
- Company logo featured on rolling digital displays next to stage
  - Company logo on printed promotional material to include ads, posters and flyers
  - Company logo on video ads; may include television, Facebook, Twitter & Instagram
  - Special recognition / tagging on social media
  - Company logo on digital marketing television displays
  - Company name mentioned on radio advertising
  - Company name listed on City of Yuma website event page, yumaaz.gov
  - One 10x10 booth space at event
  - Company given verbal recognition during event

## Event Sponsor

Investment: \$500

- Company logo on printed promotional material to include ads, posters and flyers
- Special recognition / tagging on social media
- Company logo on digital marketing television displays
- Company name mentioned on radio advertising
- Company name listed on City of Yuma website event page, yumaaz.gov
- Company given verbal recognition during event

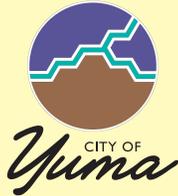
## Kids Corner Sponsor

Investment: \$250

- Company logo on printed promotional material to include, ads, posters and flyers
- Company name mentioned on radio advertising
- Company name listed on City of Yuma website event page, yumaaz.gov
- Company banner displayed at Kids Corner







# CITY OF YUMA 2018-2019 HERITAGE FESTIVALS IN HISTORIC DOWNTOWN YUMA



City of Yuma Heritage Festivals celebrates our community's unique history by hosting events throughout the year in Yuma's Historic Downtown. These events feature activities for all ages and attract thousands of local residents and visitors.

### Trick or Treat on Main St.

October 31, 2018 | 4 – 10 pm

### BBQ & Brew Festival

February 22 - 23, 2019 | 3 – 10 pm, 10 – 11 pm

### Christmas Lighting on Main St.

December 1, 2018 | 6 – 10 pm

### Music on Main / St. Patrick's Day Block Party

March 16, 2019 | 3 – 11 pm

### Yuma Medjool Date Festival

January 26, 2019 | 10 am – 6 pm

### Cinco de Mayo (menos uno) Block Party

May 4, 2019 | 3 – 11 pm

### Boogie, Brews & Blues Festival

February 16, 2019 | 11 am – 7 pm  
(Gateway Park - Ticketed Event)

### Celebrate the Heat on Yuma's Main St.

September 7, 2019 | 6 – 11 pm

### Yuma's Military Appreciation Day

Hosted by the Military Affairs of the Yuma County Chamber of Commerce  
February 16, 2019 | 9 am – 2 pm

### Food, Business & Craft Vendor Opportunities

As a Heritage Festivals vendor, you will have the opportunity to reach thousands of people.

### Sponsorship Opportunities

Become a Heritage Festivals partner and increase your visibility within the community, receive recognition on event marketing materials and more!

### Learn more about our vendor and event sponsorship opportunities:

Contact Perlita Wicks at 928.373.5028, perlita.wicks@yumaaz.gov OR  
Carrie Ring at 928.373.5020, carrie.ring@yumaaz.gov

yumaaz.gov



\*Events, dates and times are subject to change.