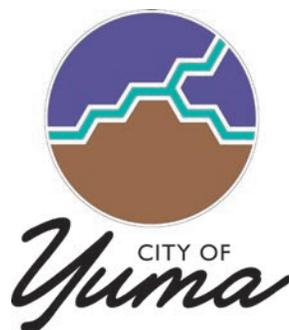




City of Yuma *Heritage Festivals*



2019-2020 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 THAT FEATURE ACTIVITIES FOR ALL AGES AND ATTRACT THOUSANDS OF VISITORS INTO IN YUMA'S HISTORIC DOWNTOWN DISTRICT.

WE INVITE YOU TO JOIN US AS A HERITAGE FESTIVALS SPONSOR. THE FOLLOWING PAGES SHARE SEVERAL SPONSORSHIP OPTIONS FOR OUR 2019-2020 SEASON.

ADDED VALUE OF BEING A SPONSOR OF HERITAGE FESTIVALS...

OUR SOCIAL IMPRESSIONS!

City of Yuma Government:

7,798 Facebook followers, 1,381 Instagram followers

Heritage Festivals Coordinator:

111 Instagram followers, 6.9K 'Events in Yuma' Facebook Group Members

Parks & Rec:

eNewsletter Reach 12,206 subscribers, 10,000+ copies of the Bi-Annual Activities Guide

VisitYuma:

Reach 14,891 social followers, eNewsletter 2,681, website page views 50K - 60K per month!

DATA AS OF APRIL 2019

BRAND RECOGNITION OPPORTUNITIES FOR YOU

FACEBOOK BOOSTS

DIGITAL DISPLAYS NEXT TO STAGE

POSTERS DISTRIBUTED THROUGHOUT YUMA

FACEBOOK, INSTAGRAM & TWITTER
IMPRESSIONS ON MULTIPLE ACCOUNTS

HIGH TRAFFIC DIGITAL BILLBOARD ADS

RADIO, TELEVISION & NEWS & PRINT

E-NEWSLETTERS, PRESS RELEASES, ACTIVITIES
GUIDE, MCAS NEWSLETTERS, VISITYUMA FEATURES
JUST TO NAME A FEW...

HERITAGE FESTIVALS
BBQ & BREW PRESENTED BY
Prison Hill BREWING CO.
festival
Friday & Saturday
3P-10P 10A-11P
February 22-23, 2019
Historic Downtown Yuma
live concert each night at 8
Fri: Downtime Sat: Chad Freeman & Redline

KC & S KANSAS CITY BARBECUE SOCIETY
LICENSED EVENT
\$50 ENTRY PER TEAM
PAYOUT 1ST - 3RD / CATEGORY
GRAND CHAMP & RESERVED GRAND
CHICKEN, RIBS, PORK, BRISKET
REGISTER
@YUMAFESTIVALS.COM

SMITTY'S Body Shop
cricket
VACATION VILLAGE
POWER98
B&B
Z
OUTLAW
FRESH
CITY OF YUMA GOVERNMENT

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3P-10P 10A-11P
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Historic Downtown Yuma
live concert each night at 8
REGISTER
@YUMAFESTIVALS.COM
Fri: Downtime Sat: Chad Freeman & Redline
VIP CONCERT LOUNGE TICKETS @ GATE
CONTACT HERITAGE FESTIVALS 373-5028

KC & S kcbs.us KANSAS CITY BARBECUE SOCIETY
LICENSED EVENT
COOKING CONTEST
\$50 ENTRY PER TEAM
PAYOUT 1ST - 3RD / CATEGORY
GRAND CHAMP & RESERVED GRAND
CHICKEN, RIBS, PORK, BRISKET

DELICIOUS BBQ
FAIR STYLE FOOD
ICE COLD BREW
VIP CONCERT LOUNGE
YARD GAMES
\$5 KIDS CORNER

SMITTY'S Body Shop
cricket
VACATION VILLAGE
POWER98
B&B
Z
OUTLAW
FRESH
CITY OF YUMA GOVERNMENT

200 POSTERS DISTRIBUTED

EIGHT (8) WEEK MARKETING CAMPAIGNS!

HERITAGE FESTIVALS
BBQ & BREW PRESENTED BY
Prison Hill BREWING CO.
saturday festival
February 23
live concert each night at 8
VIP seating available
includes food, drinks and great seats!
Chad Freeman & REDLINE

SMITTY'S Body Shop
cricket
VACATION VILLAGE
POWER98
B&B
Z
OUTLAW
FRESH
CITY OF YUMA GOVERNMENT

DIGITAL BILLBOARDS

HERITAGE FESTIVALS
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festival
@YUMAFESTIVALS.COM
February 22-23, 2019
Historic Downtown Yuma

SMITTY'S Body Shop
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Z
OUTLAW
FRESH
CITY OF YUMA GOVERNMENT

DO YOU HAVE AN IDEA TO ALLOW FOR A CUSTOM EXPERIENCE? WE'RE LISTENING....

Trick or Treat on Main Street

Thursday, October 31, 2019 | 4-10pm

Kids and Adults alike will have a SPOOKtacular time Trunk-or-Treating at dozens of participating downtown shops, restaurants, and booths along Main Street. Trick or Treat on Main Street also features costume contests, face painting, a kids corner, candy, music, dancing, live entertainment, and enjoy a free PG movie under the stars at our new 'Movie on the Block' big screen on the stage!!

Title Sponsor (limit 3 Options, One Each: Presenting, Stage, or Beer Garden)

Investment: \$1,000

- Designation as 'Event Presented by' your business name
- OR Designation as 'Your business name Stage'
- OR Designation as 'Your business name Beer Garden'
- 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. Multiple locations throughout the City.
- 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 provides banner)
- Company given verbal recognition during event

Event Sponsor

Investment: \$500

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Banner Sponsor (No limit)

Investment: \$200

- Special recognition during the event
- Banner displayed at event

TRICK OR TREAT
ON HISTORIC
MAIN ST.



Christmas Lighting on Historic Main Street

Saturday, December 7, 2019 | 4-10pm

A new tradition for Yuma families, join us as we light up Historic Main Street with twinkle lights on wreaths, light poles, and the official lighting of the Main Street Christmas Tree in front of the Yuma Art Center. Watch in awe as the Mayor flips the holiday switch and experience the moment the air fills with holiday spirit! This event features sweet treats, free photos with Santa and Mrs. Claus, live performances and a kid's snow zone!

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**CHRISTMAS
LIGHTING**
on Historic Main Street



Yuma Medjool Date Festival

Saturday, January 25, 2020 | 10am - 6pm

This festival celebrates the wonderful and tasty Date fruit, grown right here in the Desert Southwest! Enjoy a fabulous array of delicious food and drink, live music, Celebrity Chef demonstrations, community performances and more!

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BBQ & BREW Festival

February 28 (4-10 pm) - February 29 (10am-10pm), 2020

Get your taste buds ready for Yuma's 'Best in the Desert Southwest' BBQ & Brew Festival! This two-day festival will pack Main Street with mouthwatering BBQ, a country music concert, and ice cold brew. Competitors travel from all over the United States to compete in this KCBS Sanctioned event!

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Music on Main St. Patrick's Day Block Party

Saturday, March 14, 2020, 4 -10pm

The sound of Irish Music and excitement fills the air for this St. Patrick's Day celebration! Enjoy live entertainment, green beer, adult yard games, and a Pub Crawl! Grab a snack at one of the many food vendors or restaurants, check out the vendor square, and visit the Downtown Yuma shops for a wee good time!

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MUSIC ON MAIN



Cinco de Mayo Celebration

Saturday, May 2, 2020, 4 -10 pm

Join the fiesta! Enjoy traditional community performances, a live concert, dozens of food vendors serving up delicious Mexican food and other tasty treats, business and craft booths where you can grab all your festive attire, our awesome kid's corner, ice-cold beer, and a Pub Crawl! Get here early for the United Yuma Firefighters Assoc. Fire Muster in the 300 block!

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Banner Sponsor (No limit)

Investment: \$200

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Celebrate the Heat on Yuma's Main Street

Saturday, September 12, 2020, 4 - 10pm

This cool family-friendly event features entertainment, an ICE Garden, water jumpers, face painting, misting from the Yuma Fire Department Fire Truck, free watermelon slices, ice-cold treats, and drinks, PLUS our newest feature, a FREE 'Movie on the Block' watch party!

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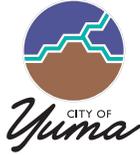
Investment: \$200

- Special recognition during the event
- Banner displayed at event





CITY OF YUMA 2019-2020



HERITAGE FESTIVALS

IN HISTORIC DOWNTOWN YUMA



Through themed festivals, strategic planning and valued partnerships, Heritage Festivals support and collaborate with our Downtown Merchants working to meet our community needs and enhance our shared quality of life in Yuma's Historic Downtown District.

Trick or Treat on Main St. October 31, 2019
4 – 10 pm

Christmas Lighting on Main St. December 7, 2019
4 – 10 pm

Yuma Medjool Date Festival January 25, 2020
10 – 6 pm

BBQ & Brew Festival February 28-29, 2020
4 – 10 pm, 10 – 10 pm

Music on Main St. Patrick's Day March 14, 2020
4 – 10 pm

Cinco de Mayo Celebration May 2, 2020
4 – 10 pm

Celebrate the Heat on Main St. September 12, 2020
4 – 10 pm

Contact Us:

Joanne Fiser, Heritage Festivals Coordinator (928) 373-5028 Joanne.Fiser@yumaaz.gov
or Carrie Ring, Marketing Specialist (928) 373-5020 Carrie.Ring@yumaaz.gov

YUMAFESTIVALS.COM



#SHAREYOUREXPERIENCE

*Events, dates and times are subject to change.