



4th of July All American BBQ & Fireworks Spectacular

Sponsor Application
July 4, 2016 4-9 p.m.



Sponsor Benefits:

- Gain brand impressions and business exposure by becoming a City of Yuma Festival sponsor!
- Create brand awareness, enhance visibility for your business and meet your customers face to face.
- The 4th of July celebration drew nearly 7,000 people last year. This year we are preparing for at least 10,000.
- 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 while increasing your return on investment through local, regional and international event advertising exposure.

Choose your Sponsorship Package:

Title Sponsor - \$5,000

- 20 exclusive passes to VIP areas including free festival admission, back stage access to refreshments, exclusive bar service, private restrooms and air conditioned dining
- Double booths – two premium 10'x10' business booths or 20'x25' food vendor booth spaces **(Request by 5/31/2016)**
- Name and/or logo featured on advertisements, signage and promotions
- Highest visibility on all event commercials, advertisements, and event signage
- Premiere banner placement at event (Maximum of three banners provided by sponsor by 6/24/2016)
- Public recognition every hour throughout the event from the festival entertainment stage

Kid Splash Zone / Fireworks Sponsor - \$3,000

- Eight exclusive passes to VIP areas including free festival admission, back stage access to refreshments, exclusive bar service, private restrooms and air conditioned dining.
- One premium 10'x10' business booth or 20'x25' food vendor booth space **(Request by 5/31/2016)**
- Name and/or logo featured on advertisements, signage and promotions
- Premiere banner placement at event (Maximum of three banners provided by sponsor by 6/24/2016)
- Public recognition during the event and pre-event promotion on social media platforms

Fireworks Sponsor - \$2,000

- Four exclusive passes to VIP areas including free festival admission, back stage access to refreshments, exclusive bar service, private restrooms and air conditioned dining
- One premium 10'x10' business booth or 20'x25' food vendor booth space **(Request by 5/31/2016)**
- Name and/or logo featured on advertisements, signage and promotions
- Banner placement at event (Maximum of three banners provided by sponsor by 6/24/2016)
- Public recognition during the event

Entertainment Sponsor - \$1,000

- Two exclusive passes to VIP areas including free festival admission, back stage access to refreshments, exclusive bar service, private restrooms and air conditioned dining
- One premium 10'x10' business booth or 20'x25' food vendor booth space **(Request by 5/31/2016)**
- Name and/or logo featured on advertisements, signage and promotions
- Banner placement at event (One 3'x6' banner provided by sponsor by 6/24/2016)
- Public recognition during the event

Refreshment Sponsor - \$750 *Must purchase vendor booth separately

- Name and/or logo featured on advertisements, signage and promotions
- Banner at festival refreshment tent (One 3'x6' banner provided by sponsor by 6/24/2016)
- Public recognition throughout the event

Event & Contest Sponsor - \$500 *Must purchase vendor booth separately

- Name and/or logo featured on advertisements, signage and promotions
- Banner placement at event (One 3'x6' banner provided by sponsor by 6/24/2016)
- Public recognition throughout the event

↔↔↔ Don't see the sponsorship package that suits your needs or business model? ↔↔↔

Call us today to discuss how City of Yuma festival and event partnerships may enhance your brand, allow you to capitalize on advertising opportunities and foster experiences that create lasting relationships with your customers.

Space Assigned: _____

Size: _____



Submit completed application to:
 Yuma Civic Center Events Specialist
 julieanna.carsen@yumaaz.gov
 1440 W. Desert Hills Dr., Yuma, AZ 85365
 (928) 373-5040 | Fax (928) 344-9121
 Make checks payable to: **Yuma Civic Center**

Yuma Civic Center Event ID 2016 July 4 BBQ & Fireworks Spectacular Event #1607001

Business/Organization _____ **Point of Contact & Title** _____

Mailing Address _____ **E-Mail** _____

Business phone _____ **Cell** _____

Type of Sponsorship & Donation _____ \$ _____

Food Vendor Space	<input type="checkbox"/> Food vendor (20'x25' space) (\$150 if purchased) *Insurance Requirement
Business Vendor Space	<input type="checkbox"/> Business & Sponsor Booth (10'x10' space) (\$125 if purchased)

Notes / List additional in-kind donations

*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 **May 31, 2016**. All sponsorship completed applications and payments must be received no later than **May 13, 2016 by 5:30 p.m.** to be included in festival promotional material. **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.

Official representative first, last name & title _____ **Signature** _____ **Date** _____

Received by Initials: _____ Date Application Completed: _____

Sponsorship Total \$ _____

- Does Booth Fee Apply?
 Food Vendor? Food Handler Card Proof of insurance Insurance COY Endorsement Letter

Credit Card Processing

Payment Total \$ _____ Method of Payment Cash Chk CC

Card Number: _____

Expires: _____ CVV 3 Digit Number: _____

Address: _____ Zip Code: _____

Sponsor Guidelines:

Your business name and/or logo will be placed on all event advertisements, signage and promotions. Applications and camera ready artwork must be completed and submitted no later than **Friday, May 13 by 5:30 p.m.** to be included on event posters and social media graphics. Please submit a digital, hi-resolution (minimum 300 dpi), .jpeg or .pdf file (CMYK format is preferred for print) and email the logo you would like us to use to julieanna.carsen@yumaaz.gov. If you have any questions regarding the print requirements of the flyer you may contact **Sun Graphics**; the official sponsored festival printer.

Promotion:

We will send your organization a digital copy of the final event flyer for external distribution through your marketing and advertising platforms. We ask that you do not physically or digitally alter the final event flyer file in any way. Requests to alter your logo, messaging, text or other information you submitted may be requested through the Yuma Civic Center Events Specialist. However, once the final event flyer has been printed, only digital alterations and copies may be provided, if time allows. The final flyer will be delivered to your business within one week after receiving the product from Sun Graphics. An email will be disseminated to notify your organization of the flyer completion if you prefer to send a carrier to pick up the product.