



Dear Business Owner:

The City of El Mirage Special Events Department would like to invite your participation as a premier sponsor of upcoming City of El Mirage events. Sponsorship allows you the opportunity to directly connect your business with El Mirage and other West Valley communities, which raises the name recognition and awareness of your business among all the thousands of patrons who attend our signature events.

Special Events in El Mirage are attended by thousands of residents during the year. El Mirage Special Events are highly visible and utilize our city's first class park and recreation venues such as Gentry Park and Gateway Park. Our special events are supported by the community and sponsors receive great interaction for their business with the patrons that enthusiastically attend. We organize and produce top level events that are well attended and are a vital part of the social and recreational life of El Mirage and its residents.

Many of the City's events feature charitable campaigns that encourage attendee support for worthwhile causes including St. Mary's Food Bank, El Mirage Firefighter Charities, West Valley Neighborhood Coalition and many others. In addition, El Mirage events offer strong support for education, sports, and human services partnerships essential to new business attraction and population growth.

Attached for your consideration is the El Mirage Event Sponsorship Opportunities packet, which outlines the various sponsorship levels available to your business, as well as the list of events for the 2017/2018 season. We trust you will find a sponsorship opportunity that aligns with your marketing goals and allows the City of El Mirage to continue offering a wonderful mix of events throughout the year.

For more information, please contact Jeffrey Anderson, Special Events Coordinator at (623) 876-2942 or via e-mail at janderson@celmirageaz.gov.

Thank you for supporting El Mirage!

Jeffrey Anderson





City of El Mirage Special Events

2017-18 Special Events Sponsorship Opportunities

The City of El Mirage Special Events Office produces city and region wide events for the residents of El Mirage and surrounding communities. These events offer your business great opportunities to place and promote your products, logos, staff, and vision directly to event patrons. These events are not possible without the contribution of our sponsors. Your contribution helps make these events a reality.

Presenting Sponsor: Gateway Park Event \$1500 Gentry Park Event \$1500

- Recognition and table at event.
- Sponsor logo inclusion on event poster and in El Mirage News Ad (circulation to 13,650 households)
- Sponsor logo and link on city of El Mirage website and monthly events email newsletter
- Logo inclusion on ads in local newspapers Daily News Sun (circulation to 9,000 households), and Surprise Today (circulation to 40,000 households)
- Logo /organization listing on monthly El Mirage water bill inserts (circulation to 11,000 households)
- Media recognition in press releases, opportunity for large product placement at event
- Naming of an area or attraction at the event under your company name

Platinum Sponsor: Gateway Park Event \$500 Gentry Park Event \$500

- Recognition, table at event, and speaking opportunity.
- Sponsor logo inclusion on event poster and in El Mirage News Ad (circulation to 13,650 households)
- Sponsor logo and link on city of El Mirage website and monthly events email newsletter
- Logo inclusion on ads in local newspapers Daily News Sun (circulation to 9,000 households), and Surprise Today (circulation to 40,000 households)
- Logo /organization listing on monthly El Mirage water bill inserts (circulation to 11,000 households).

Sponsorship packages are per event. Sponsor multiple events and receive a discount.

SPONSOR INFORMATION

COMPANY NAME: _____
CONTACT: _____
PHONE: _____
ADDRESS (1): _____
ADDRESS (2): _____
EMAIL: _____
EVENT(S) TO SPONSOR: _____
TOTAL PAID: _____

Please include payment with form. By mail, send check made out to City of El Mirage to address below. By credit card, return form via mail or email (janderson@elmirageaz.gov) and you will be contacted for card information.

*Payment mailing address: Jeffrey Anderson, Special Events Coordinator
 10000 N. El Mirage Road, El Mirage, AZ. 85335*

Please forward your company logo in an electronic format (JPEG) to janderson@elmirageaz.gov.

Deadlines: To adequately promote your business at our events please submit sponsorship information at least ten weeks prior to the event.

Thank you for your sponsorship. Contact Jeffrey Anderson, City of El Mirage Special Events Coordinator, at 623-876-2942 if you need further information or have any questions.



City of El Mirage

Special Events Calendar

FALL 2017 - SPRING 2018



Halloween Harvest Festival
Friday, October 20, 2017
5-9 p.m. @ Gentry Park



El Mirage Salute to Veterans
Saturday, November 4
2-9 p.m. @ Gateway Park



Christmas Tree Lighting Ceremony
Friday, December 8, 2017
5-9 p.m., @ Gentry Park



Public Safety Day
Saturday, January 27, 2018
10 a.m.-2 p.m. @ Gateway Park



Community Appreciation Day
Saturday, February 24, 2018
TBD



Easter Eggstravaganza
Saturday, March 24, 2018
10 a.m.-2 p.m. @ Gateway Park



Cinco de Mayo Fiesta
Friday, May 4, 2018
6-10 p.m. @ Gentry Park

Information:
Jeffrey Anderson
623.876.2942

janderson@elmirageaz.gov
www.elmirageaz.gov