



PEORIA
SPORTS COMPLEX

COMMUNITY EVENTS



SPONSORSHIP MEDIA KIT

PEORIA SPORTS COMPLEX COMMUNITY EVENTS



P83 FEATURING CANDYBOX

Candlebox

WITH SPECIAL GUEST
DARKNESS DEAR BOY

IT'S SPRING AND IT'S TIME TO PARTY! JOIN US FOR THE P83 PARTY AND MEET THE BANDS! WE'LL BE HOSTING WITH DRINKING WATER, BEER, COFFEE, FRUITBARS & MORE FOR THE WHOLE BUNCH! WE'LL HAVE A SPECIAL DRAWING TO WIN A BAGGIE & MORE! GET WITH THE FLOW! GET WITH THE FLOW!

SATURDAY MARCH 3 4 - 9 P.M.
(FREE, WIND-SOFT SPORTS GARDEN OPEN AT 3:00 P.M.)
83RD AVENUE AT PEORIA SPORTS COMPLEX
(SEE WEBSITE FOR SEATING)

\$10 GENERAL ADMISSION \$25 VIP TICKETS
CHILDREN 12 AND UNDER FREE (GENERAL ADMISSION ONLY)

PURCHASE TICKETS AT PEORIA SPORTS COMPLEX (CASH ONLY) OR ONLINE AT
WWW.P83AZ.COM 623.773.7137



P83 PARTY

PEORIA
SPORTS COMPLEX
COMMUNITY EVENTS

P83 PARTY



OFFICIAL NAME: P83 PARTY

TIME: 4:00pm – 9:00pm

LOCATION: 83rd Ave @ Peoria Sports Complex

DATE: Saturday, February 23rd, 2013

LAST YEAR'S ATTENDANCE: 7,000

DEMOGRAPHICS: Age Range of 25-50

PUBLICITY: Local newspapers, online radio, & web

MAIN ATTRACTIONS: Bands and interactive games

P83

PEORIA EIGHTY THREE

P83 PARTY



BEVERAGE SPONSOR

Category Exclusive: Beer (at least 4 brands), Wine (at least 2 brands), Water, Energy Drink
 Logo Placement (beer and wine only): Posters, Flyers, Direct Mail Pieces (FOCUS and monthly city newsletter), E-mail Blasts, Event Website (with link), Print Ads (New times, Glendale Star and Peoria Times due), Web Banners (Azcentral, New times), Mention on Radio (KDKB), through stage announcements, Social Media (FB and Twitter), Press Releases, All Internal Communication through the city, 5- 3'x 5' Banners on fence (banners to be provided by sponsor), Tickets: 200- GA / 10- VIP / 4- Meet and greet opportunities. **\$4,000**

AUTO SPONSOR

Category Exclusive: Logo Placement: Posters, Flyers, Direct Mail Pieces (FOCUS and monthly city newsletter), E-mail Blasts, Event Website (with link), Print Ads (New times, Glendale Star and Peoria Times), Web Banners (Azcentral, New times), Mention on Radio (KDKB), through stage announcements, Social Media (FB and Twitter), Press Releases, All Internal Communication through the city, 5- 3'x 5' Banners on fence (banners to be provided by sponsor) , 2- 10'x10' Booths and 2 Vehicles on site, Tickets: 150- GA / 10- VIP / 4- Meet and greet opportunities. **\$5,000**

STAGE SPONSOR

Exclusive Title to Stage: Signage on stage, Logo Placement:, Posters, Flyers, Direct Mail Pieces (FOCUS and monthly city newsletter), E-mail Blasts, Event Website (with link), Print Ads (New times, Glendale Star and Peoria Times), Web Banners (Azcentral, New times), Mention on Radio (KDKB), through stage announcements Social Media (FB and Twitter), Press Releases, All Internal Communication through the city, 5- 3'x 5' Banners on fence (banners to be provided by sponsor), Tickets: 150- GA / 10- VIP / 4- Meet and greet opportunities. **\$5,000**

P83 PARTY



HOSPITAL PARTNER

Category Exclusive: Logo Placement: Posters, Flyers, Direct Mail Pieces (FOCUS and monthly city newsletter), E-mail Blasts, Event Website (with link), Print Ads (New times, Glendale Star and Peoria Times), Web Banners (Azcentral, New times), Mention on radio (KDKB), through stage announcements, Social Media (FB and Twitter), Press Releases, All Internal Communication through the city, 5- 3'x 5' Banners on fence (banners to be provided by sponsor). Tickets: 150- GA / 10- VIP / 4- Meet and greet opportunities (employee of the month)
All hospital employees get 50% off of tickets **\$5,000**

VIP LOUNGE SPONSOR

Exclusive Title to VIP Seating Area: Signage at VIP Area. Logo Placement: Posters, Flyers, Direct Mail Pieces (FOCUS and monthly city newsletter), E-mail Blasts, Event Website (with link), Print Ads (New times, Glendale Star and Peoria Times), Web Banners (Azcentral, New times), Mention on Radio (KDKB), through stage announcements, Social Media (FB and Twitter), Press Releases, All Internal Communication through the city, 5- 3'x 5' Banners on fence (banners to be provided by sponsor), 2- 10'x10' Booths on site. Tickets: 150- GA / 10- VIP / 4- Meet and greet opportunities. **\$5,000**

GENERAL SPONSORS

OFFICIAL SPONSOR: 2- 3'x 5' Banners on fence (banners to be provided by sponsor), 2 - Stage Announcements, 1- 10'x10' Space on site. Tickets: 10- GA / 2- VIP. **\$1,500**

SITE SPONSOR: - 1-10'x10' Space on site (sponsor to provide table, chairs, tent; electricity \$15 extra, must bring own extension cord) **\$250**

City of Peoria Business **\$200** , Peoria Chamber of Commerce Members **\$150**

PEORIA
SPORTS COMPLEX
COMMUNITY EVENTS

DOLLY SANCHEZ MEMORIAL EASTER EGG HUNT

DOLLY SANCHEZ
36th Memorial
Easter Egg Hunts



DOLLY SANCHEZ MEMORIAL EASTER EGG HUNT



OFFICIAL NAME: Dolly Sanchez Memorial Easter Egg Hunt

TIME: 8:00am - 12:00pm

LOCATION: Peoria Sports Complex

DATE: Saturday, March 30th, 2013

LAST YEAR'S ATTENDANCE: 7,500

DEMOGRAPHICS: 59% between the ages of 30-45,
58% married

PUBLICITY: Local newspapers, TV, radio, & web

MAIN ATTRACTIONS: Candy Hunts & Easter Bunny

OTHER SPECIAL ATTRACTIONS: Interactive games,
pony rides, arts & crafts, inflatables, family
scavenger hunt, carnival games, & more.



DOLLY SANCHEZ MEMORIAL EASTER EGG HUNT



PRESENTING SPONSOR

Logo on water bill inserts (50,000 households), category exclusivity, logo in Focus/Recreation Brochure (65,000 copies), develop special coupon for event, banner presence (up to 6- 3' x 5' to be provided by sponsor), logo on outdoor marquee minimum of 2 weeks prior to the event; minimum of 75 impressions per day), logo on all purchased newspaper ads, mention and logo on cable spots, mention in all press releases, merchant booth (10' X 10' space, table, chairs and electricity), logo in event programs, logo on website, at least 4 PSA's during event, Logo on scoreboard, first right of refusal for same event next year. **\$4,500**

CONCOURSE SPONSOR

Develop special coupon for event, banner presence (up to 3- 3' x 5' to be provided by sponsor), logo on all purchased newspaper ads, mention in all press releases, merchant booth (10' X 10' space, table, chairs and electricity), logo in event programs, logo on website, at least 3 PSA's during event, logo on scoreboard, first right of refusal for same event next year. **\$2,000 (1st or 3rd base concourse)**

OFFICIAL SPONSOR

Banner presence (2- 3' X 5' banners to be provided by sponsor), at least 2 PSA's during event, logo in event programs, merchant booth (10' X 10' space, table, chairs), logo on scoreboard, first right of refusal for same event next year. **\$1,000**

ACTIVITY SPONSOR

Banner presence (1- 3' x 5' to be provided by sponsor), at least 1 PSA during event, logo on scoreboard, logo in event programs, merchant booth (10' X 10' space, table, chairs). **\$750 (Carnival Games, Coloring Pages)**

HUNT SPONSOR

Merchant booth (10' x 10' space, table and chairs), logo on scoreboard, logo in event programs, 2 PSA announcements during the hunt. **\$500 (9 different age levels available)**

MERCHANT BOOTH

10' x 10' Space Only **\$350**

PEORIA
SPORTS COMPLEX
COMMUNITY EVENTS



4TH OF JULY ALL AMERICAN FESTIVAL



ALL-AMERICAN
Festival
PEORIA, ARIZONA



PEORIA
SPORTS COMPLEX
COMMUNITY EVENTS

4TH OF JULY ALL AMERICAN FESTIVAL



OFFICIAL NAME: All American Festival

TIME: 5:00pm – 10:00pm

LOCATION: Peoria Sports Complex

DATE: Thursday, July 4, 2013

LAST YEAR'S ATTENDANCE: 28,000

DEMOGRAPHICS: 59% between the ages of 30-45,
58% married

PUBLICITY: Local newspapers, TV, radio, & web

MAIN ATTRACTIONS: Fireworks, 3 Music Zones,
Water Zones, Kids Zone

OTHER SPECIAL ATTRACTIONS: Interactive games,
F-16 Fly-by, stadium activities and more.



4TH OF JULY ALL AMERICAN FESTIVAL



PRESENTING SPONSOR

Category exclusivity, 300 complimentary adult admission tickets, 300 tickets to VIP area, mention and logo on cable spots, mention in all press releases, mention as presenting sponsor on radio spots, logo on web site for event & preferred sponsor page, logo on water bill inserts (50,000 households), logo on Recreation Brochure (65,000 copies), logo on all purchased newspaper ads, logo on outdoor marquee two weeks prior to the event (minimum of 75 impressions per day), logo on cover of 5,000 programs handed out during the event, at least 14 public address announcements throughout the event, banner presence (up to 6- 3' x 5' to be provided by sponsor), logo on scoreboard, merchant booth opportunities, exit couponing opportunity, use of suite during the event, First right of refusal for next year. **\$12,000**

ZONE SPONSOR

Category exclusivity, 40 admission tickets, 40 VIP tickets, logo on Recreation Brochure (65,000 copies), logo on water bill inserts (50,000 households), logo on all purchased newspaper ads, mention in all press releases, 10' x 10' space (includes table, 2 chairs and 1-110w outlet), logo on electronic Marquee located at 83rd Ave/Paradise, zone named for client, banner presence (up to 4- 3' x 5' to be provided by sponsor), logo recognition on 5,000 event programs, at least 3 PSA's during event, use of suite during the event, first right of refusal for next year's event. **\$5,000**

OFFICIAL SPONSOR

10 admission tickets, 10 VIP tickets, 10' x 10' space (includes table, 2 chairs and 1-110w outlet), banner presence (up to 3- 3' x 5' to be provided by sponsor), logo recognition on 5,000 event programs, 3 PSA's (one field announcement), first right of refusal for next year's event. **\$1,500**

PROGRAM AD

Full Color 6" x 2" Ad in at least 5,000 event maps/programs (ad provided by sponsor) **\$200**

MERCHANT BOOTH

10' x 10' Space Only **\$500**

EXIT COUPONS

Exclusive right to distribute coupons **\$800**

PEORIA
SPORTS COMPLEX
COMMUNITY EVENTS

HALLOWEEN MONSTER BASH



HALLOWEEN MONSTER BASH



OFFICIAL NAME: Halloween Monster Bash

TIME: 5:00pm – 9:00pm

LOCATION: Peoria Sports Complex

DATE: Saturday, October 27, 2012

LAST YEAR'S ATTENDANCE: 11,000

DEMOGRAPHICS: 59% between the ages of 30-45,
58% married

PUBLICITY: Local newspapers, TV, radio, & web

MAIN ATTRACTIONS: Parade of Costumes

OTHER SPECIAL ATTRACTIONS: Interactive games,
haunted house, arts and crafts, and more.



HALLOWEEN MONSTER BASH



PRESENTING SPONSOR

Logo on water bill inserts (50,000 households), category exclusivity, logo in Focus/Recreation Brochure (65,000 copies), develop special coupon for event, banner presence (up to 6- 3' x 5' to be provided by sponsor), logo on outdoor marquee minimum of 2 weeks prior to the event; minimum of 75 impressions per day), logo on all purchased newspaper ads, mention and logo on cable spots, mention in all press releases, merchant booth (10' X 10' space, table, chairs and electricity), logo in event programs, logo on website, at least 4 PSA's during event, Logo on scoreboard, first right of refusal for same event next year. **\$4,500**

CONCOURSE SPONSOR

Develop special coupon for event, banner presence (up to 3- 3' x 5' to be provided by sponsor), logo on all purchased newspaper ads, mention in all press releases, merchant booth (10' X 10' space, table, chairs and electricity), logo in event programs, logo on website, at least 3 PSA's during event, logo on scoreboard, first right of refusal for same event next year. **\$2,000 (1st or 3rd base concourse)**

OFFICIAL SPONSOR

Banner presence (2- 3' X 5' banners to be provided by sponsor), at least 2 PSA's during event, logo in event programs, merchant booth (10' X 10' space, table, chairs), logo on scoreboard, first right of refusal for same event next year. **\$1,000 (Stage, Fright Zone, etc.)**

CATEGORY SPONSOR

Banner presence (2- 3' X 5' banners to be provided by sponsor), at least 2 PSA's during event, logo recognition in event programs, merchant booth (10' X 10' space, table, chairs), logo on scoreboard, provide giveaways for Parade participants, first right of refusal for same event next year. **\$750 (Parade of Costumes)**

ACTIVITY SPONSOR

Banner presence (1- 3' x 5' to be provided by sponsor), at least 1 PSA during event, logo on scoreboard, logo in event programs, merchant booth (10' X 10' space, table, chairs), give a way for everyone in the parade - to be provided by sponsors. **\$500 (Story Time, Coloring Pages, Etc.)**

MERCHANT BOOTH

10' x 10' Space Only **\$350**

COMMUNITY EVENTS



OLDTOWN HOLIDAY



OLDTOWN HOLIDAY



COMMUNITY EVENTS



OFFICIAL NAME: Oldtown Holiday

TIME: 5:00pm – 9:00pm

LOCATION: In & Around Oldtown Peoria

DATE: Friday - November 30th, 2012

LAST YEAR'S ATTENDANCE: 10,000

DEMOGRAPHICS: 59% between the ages of 30-45,
58% married

PUBLICITY: Local newspapers, TV, radio, & web

MAIN ATTRACTIONS: Snow Village, Chorale Contest, &
Santa

OTHER SPECIAL ATTRACTIONS: Interactive games, Elf
Playland, Cookie Decorating, and more.



OLDTOWN HOLIDAY



COMMUNITY EVENTS



PRESENTING SPONSOR

Logo on water bill inserts (50,000 households), category exclusivity, logo in Focus/Recreation Brochure (65,000 copies), develop special coupon for event, banner presence (up to 6- 3' x 5' to be provided by sponsor), logo on all purchased newspaper ads, mention and logo on cable spots, mention in all press releases, merchant booth (10' X 10' space, table, chairs and electricity), logo in event programs, logo on website, at least 4 PSA's during event, first right of refusal for same event next year. **\$4,500**

KIDS ZONE

OR

CHORAL COMPETITION

Signage in Kids Zone or Choral Event (3 - 3'x5' banners), Logo on Peoria Special events web site, Logo in event program and print ads, Merchant booth (includes tent, table, and 2 chairs), 3 PSA's during Event, Opportunity to do kids craft (Kids Zone Only), first right of refusal for next year. **\$2,000 (Each Sponsorship)**

OFFICIAL SPONSOR

Banner presence (2- 3' X 5' banners to be provided by sponsor), at least 2 PSA's during event, logo in event programs, merchant booth (10' X 10' space, table, chairs), first right of refusal. **\$1,000 (Snow Village, Stage, Etc.)**

ACTIVITY SPONSOR

Banner presence (1- 3' x 5' to be provided by sponsor), at least 1 PSA during event, logo on scoreboard, logo in event programs, merchant booth (10' X 10' space, table, chairs). **\$750 (Puppet Show, Story Time, Etc.)**

MERCHANT BOOTH

10' x 10' Space Only **\$350**