



City of Phoenix

# 2023 APS Electric Light Parade

## SPONSORSHIP OPPORTUNITY PACKET



Dear Potential Sponsor,

2023

Thank you for your interest in the award-winning **APS Electric Light Parade**. The City of Phoenix Parks and Recreation Department and Arizona Public Service (APS) are excited for the opportunity to work with you as you become an event partner. The APS Electric Light Parade has long been an event where families, organizations, and businesses from across the city come together to provide an outstanding, holiday themed special event that is enjoyed by hundreds of thousands of families. The event is the single largest FREE one-day family event in the state and I invite you to make the parade a new tradition by participating as one of our sponsors.

This year, the parade will take place on Saturday, December 2 beginning at 7 p.m. and the theme is **IT'S ELECTRIC**. If you would like to become an important part of this community celebration, please review the sponsorship level options below and make the commitment today by contacting me to discuss this opportunity further.

Thank you in advance for considering this sponsorship opportunity and I look forward to partnering with you.

Regards,

*Bob Berlin*

Bob Berlin

Event Coordinator, City of Phoenix Parks and Recreation Department

Phone: 602-262-1678

Email: bob.berlin@phoenix.gov OR [elp@phoenix.gov](mailto:elp@phoenix.gov)

Web Site: phoenix.gov/ELP



# SPONSORSHIP OPTIONS

## LEVEL 1 SPONSORSHIP (\$8000)

As a Level 1 sponsor you will receive the following benefits:

1. Showcase your community support to over 500,000 Arizona family members celebrating the beginning of the holiday season on-site at the event, through television broadcasts and social media.
2. Your company name listed as a sponsor on press releases generated from the City of Phoenix.
3. Your company name or logo (hyperlinked to your site) on the event website (Phoenix.gov/ELP) recognizing your support in making the parade possible.
4. Your company name recognized on the Parks and Recreation Department events line 602-534-FEST.
5. On-site signage (1 banner provided by your company) displayed in a high traffic area at the parade route.
6. Your company logo and/or promotional video displayed on a video screen that will travel down the parade route where it will be seen by as many as 275,000 attendees.
7. Your company logo on the closing billboard of the broadcasts of the parade on ABC15.
8. The opportunity to be a part of the multiple social media communication mediums utilized for promotion of the event (see social media section of this document).
9. A level 1 entry position in the parade for a float and/or walking group.
10. Sixteen sponsor area viewing access passes with VIP parking passes.





## LEVEL 2 SPONSORSHIP (\$4000)

As a Level 2 sponsor you will receive the following benefits:

1. Your company employees and families can participate in the parade by entering a float you design or by walking a holiday helium balloon down the route accompanied with a lighted banner, or signage displaying your company logo and involvement. You may have a maximum of 35 walkers (parade lighting requirements apply to walkers). \*\*There is an option to connect you with Next Generation Inflatables and Displays, our helium professionals, if you want to design and buy your own balloon for use as well.
2. Showcase your community support to over 500,000 Arizona family members celebrating the beginning of the holiday season on-site at the event, though television broadcasts and a variety of social media mediums.
3. A level 2 entry position in the parade line-up.
4. Your company name or logo listed on the City of Phoenix website recognizing your support in making the parade possible. (Phoenix.gov/ELP)
5. Eight sponsor area viewing access passes with VIP parking passes.



## ADDITIONAL OPPORTUNITIES

Additional opportunities listed below are available and can be customized to meet your needs. We will happily explore other ideas you have based upon your budget and objectives.

- Entry Award Sponsorship.
- Additional media opportunities available with ABC15 and KEZ 99.9 the Holiday Station. (Costs will be negotiated.)



# SOCIAL MEDIA

## JOIN US ON SOCIAL MEDIA

### FOLLOW. LIKE. SHARE.

Through social media channels such as Facebook, Twitter and Instagram we have the power to share this great parade with a much broader audience. The City of Phoenix Parks and Recreation Department will take a proactive approach in posting and sharing parade content leading up to, and throughout the event. We'd love for you to engage your friends, family, business partners, customers, etc., through the use of social media. Please join the Phoenix Parks and Recreation Department in promoting and showcasing the annual APS Electric Light Parade and your business as an amazing partner for the event. Please take a moment to Follow and Like our current social media accounts:



- Facebook: <https://www.facebook.com/phoenixparks/> (facebook.com/phoenixparks)
- Twitter: <https://twitter.com/PhoenixParks> (@PhoenixParks)
- Instagram: <https://www.instagram.com/phxparks> (@phxparks)
- YouTube: <https://www.youtube.com/cityofphoenixaz>



We invite parade sponsors, entries and spectators to tag us directly using the information noted above. Additionally, we would like entries to share posts with one another using the hashtag: **#PHXLightParade**

***Become a part of the APS  
Electric Light Parade today!***

## Impact

Parade web page: over 60,400 visits  
Parade attendees: 150,000 – 275,000  
Parade reach: over 1,000,000 broadcasts, social media, emails, banners, ads, etc.