

*See*  
**TOLLESON**  
IN A WHOLE  
*new light*



***CITY OF TOLLESON***

***SPECIAL EVENT***

***SPONSORSHIP  
OPPORTUNITIES***



**Be A Bright Star, Shine With Us**

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The City of Tolleson is the gateway to opportunity for new, growing, and thriving businesses in the West Valley. Our new redevelopment project is complete and elevating Tolleson's vibrancy and adding activity to the streets of downtown by providing local residents, employees, and visitors with a growing variety of shopping, dining and special event offerings.

A small town with big ideas, Tolleson boasts a unique blueprint for maintaining balance between glorious yesterday and an exhilarating tomorrow, welcoming opportunity and progress with generous hearts.

Tolleson is home to well-known special events that celebrate culture and community such as Founder's Day Whoopee Daze Festival, Luces de Navidad, 4th of July Festival, Tardeada Latina, and various community events.

Tolleson's community is tightly woven together with generations of families celebrating a life bound to deep roots in the soil. Its culture reflects a respect for the elders that founded an identity that will engage new generations of residents and visitors.



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*Tolleson's Bright Star Events*

**W.C. Scoutten Boys & Girls Club Golf Tournament**

**Founder's Day Whoopee Daze Festival**

**July 4th Celebration**

**Tardeada Latina**

**Pride Day**

**Community Health and Pet Expos**

**Veterans Day**

**Luces de Navidad**



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**W. C. Scoutten Boys & Girls Club Golf Tournament**

- Gold Sponsor—\$2500
- Continental Breakfast Sponsor—\$1600
- Lunch Sponsor—\$2000
- Hole Sponsor—\$1000
- Foursome—\$600
- Individual Player—\$150

**Founder's Day Whoopee Daze Festival**

- Title Sponsor—\$7500
- Main Stage Sponsor—\$2500
- Parade Sponsor—\$2000
- Whoopee Factor—\$2000
- Corporate Sponsor—\$1500
- Community Sponsor—\$500

**July 4th Celebration**

- Title Sponsor—\$5000
- Main Stage Sponsor—\$2500
- Kids Zone Sponsor—\$2000
- Corporate Sponsor—\$1500
- Community Sponsor—\$500



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**Tardeada Latina**

Title Sponsor—\$5000  
Main Stage Sponsor—\$2500  
Corporate Sponsor—\$1500  
Community Sponsor—\$500

**Pride Day**

Title Sponsor—\$2500  
Corporate Sponsor—\$1500  
Community Sponsor—\$500

**Community Health and Pet Expos**

Title Sponsor—\$2500  
Corporate Sponsor—\$1500  
Community Sponsor—\$500

**Veterans Day**

Title Sponsor—\$2500  
Corporate Sponsor—\$1500  
Community Sponsor—\$500

**Luces de Navidad**

Title Sponsor—\$7500  
Main Stage Sponsor—\$2500  
Parade Sponsor—\$2000  
Corporate Sponsor—\$1500  
Community Sponsor—\$500



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## Title Sponsor

- ◆ Presenting sponsor of bright star event
  - ◆ Logo on digital marketing billboard
  - ◆ Sponsor will receive category exclusivity
- ◆ Full page ad in the festival program \*Founder's Day Whoopee Daze Festival
  - ◆ Sponsor logo inclusion on all print media
    - ◆ Sponsor banner at main stage
    - ◆ Sponsor space for inflatable, if applicable
  - ◆ Sponsor name will be announced periodically throughout the event
  - ◆ Sponsor logo inclusion on all event marketing and collateral materials
    - ◆ 2x3 banner in the entertainment host tent—city to provide
      - ◆ One (1) 10x10 booth
    - ◆ Logo on T-shirts \*Founders Day Whoopee Daze Festival



→ **First Right of Refusal:** Your company will have the first right of refusal for sponsorship opportunity for one year.

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## Main Stage Sponsor

- ◆ Sponsor will receive category exclusivity
- ◆ Sponsor will be recognized as the Main Stage sponsor
- ◆ Half page ad in the festival program \*Founder's Day Whoopee Daze Festival
  - ◆ Sponsor logo inclusion on all print media.
    - ◆ Sponsor banner at the stage
- ◆ Sponsor name will be announced at main stage periodically throughout the event
  - ◆ Sponsor logo inclusion on all event marketing and collateral materials
    - ◆ Logo on T-shirts \* Founders Day Whoopee Daze Festival
      - ◆ One (1) 10x10 booth



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## Kids Zone Sponsor

- ◆ Sponsor will receive category exclusivity
- ◆ Sponsor will be recognized as the Kid's Zone sponsor
- ◆ Half page ad in the festival program \*Founders Day Whoopee Daze Festival
  - ◆ Sponsor logo inclusion on all print media
    - ◆ Sponsor banner at Kids Zone area
- ◆ Sponsor name will be announced at the main stage periodically throughout the event
  - ◆ Sponsor logo inclusion on all event marketing and collateral materials
    - ◆ One (1) 10x10 booth



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## Parade Sponsor

- ◆ Sponsor will receive category exclusivity
- ◆ Sponsor will be recognized as the Parade sponsor
- ◆ Sponsor can have an entry in the parade—front section
- ◆ Half page ad in the festival program \*Founders Day Whoopee Daze Festival
  - ◆ Sponsor logo inclusion on all print media
    - ◆ Sponsor banner at the viewing stand
- ◆ Sponsor name will be recognized at the viewing stand and periodically at the event
  - ◆ Sponsor logo inclusion on all event marketing and collateral materials
    - ◆ One (1) 10x10 booth



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## Whoopee Factor Sponsor

- ◆ Sponsor will receive category exclusivity
- ◆ Sponsor will be recognized as the “Whoopee Factor” sponsor
- ◆ Half page ad in the festival program \*Founder’s Day Whoopee Daze Festival
  - ◆ Sponsor logo inclusion on all print media
  - ◆ Sponsor banner at Whoopee Factor contest area
- ◆ Sponsor name will be announced at main stage periodically throughout the event
  - ◆ Sponsor logo inclusion on all event marketing and collateral materials
  - ◆ Sponsor has the opportunity to provide one(1) contestant to be in the Whoopee Factor contest
    - ◆ One (1) 10x10 booth

\*\* Whoopee Factor is imaged around *Fear Factor* with all the same thrills and excitement



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## Corporate Sponsor

- ◆ Sponsor logo on event posters and flyers
- ◆ Sponsor logo inclusion on all print media
- ◆ Quarter page ad in the festival program \*Founders Day Whoopee Daze Festival
- ◆ Sponsor name will be announced at the main stage periodically throughout the event
  - ◆ One (1) 10x10 booth

## Community Sponsor

- ◆ Sponsor name will be announced at the main stage periodically throughout the event
  - ◆ One (1) 10x10 booth



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## Fact Sheet

**Tolleson has a long history of commitment to its community and its citizens. Tolleson retains the foundation of family orientated, friendly, and small town atmosphere for our special events.**

**W.C. Scoutten Boys & Girls Club golf Tournament-** Supporting the youth of our community for 28 years.

**Date:** March 13

Wigwam Golf Club

**Founders Day Whoopee Daze Festival-** Tolleson's longest home town event which has been presented for over 60 years. It celebrates the history of our community. This event includes live entertainment, carnival, youth day, food and craft vendors, contests, softball tournament and much more.

**Date:** April 17-19

**Projected Attendance over 4 days—**2500-5000

**July 4th Celebration-** Honoring our nations Independence Day has been a tradition for over 30 years. The event has water slides, live entertainment, free watermelon, food and craft booths and a 30 minute fireworks display.

**Date:** July 4

**Projected Attendance:** 5000+

**Tardeada Latina-** Newest and brightest special event for the citizens of Tolleson. This events has live entertainment, small carnival rides, contests, food and craft booths and much more.

**Date:** September 19

**Projected Attendance:** 2000+

Paseo de Luces downtown street fair

**Pride Day-** Tolleson's annual Pride Day works to help the community and neighborhood by painting houses and cleaning streets, Staff, neighbors and businesses volunteer to accomplish these tasks. The city has sponsored this for over 25 years.

**Date:** October 24



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## Fact Sheet

**Community Health and Pet Expos-** Our community's health is important us. We provide services, information and screenings for the citizens. The family pet is just as important. There are adoption groups on site, vaccines, information and contests for our furry friends.

**Date:** October 24

**Projected Attendance:** 1000-1500

**Veterans Day-** Tolleson collaborates with our local Bobby Diaz VFW Post 6381 to honor our veterans. We provide a community barbecue, patriotic crafts and a ceremony with special guests.

**Date:** - November 11

**Projected Attendance:** 400+

**Luces de Navidad-** Holiday memories is what we make here in Tolleson. Luces de Navidad has been hosted for over 20 years. There is a Paseo de Luces light parade, carnival rides, live entertainment, food and craft booths, contests, Santa Claus, Arts & Crafts and much more.

**Date:** December 11-12

**Projected Attendance over 2 days:** 1500—2500

Paseo de Luces downtown street fair

**Location:** All events are held at Veterans Park—8601 W. Van Buren or in Paseo de Luces Downtown street

**Parking:** Parking is available on-site and at assigned locations with bus shuttles

**Carnival/Parade:** Whoopee Daze and Luces de Navidad have a carnival and parade at the event

**Admission:** All events are free to the public

**Publicity:** All events have press releases sent to West Valley, AZ Republic and valley papers, flyer inserts in water bills, print media ads, City of Tolleson web page, and posters throughout the community and west valley. Facebook and social media are outlets too.



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**Name of Organization:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Contact:** \_\_\_\_\_

**Phone Number:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Special Events:**

- W. C. Scoutten Boys & Girls Club Golf Tournament
- Founder's Day Whoopee Daze Festival
- July 4<sup>th</sup> Celebration
- Tardeada latina
- Pride Day/Community Health and Pet Health Expos
- Veterans Day
- Luces de Navidad

***Please list events you would like to sponsor:***

W.C. Scoutten Boys & Girls Club Golf Tournament **Level:** \_\_\_\_\_

Founders Day Whoopee Daze Festival **Level:** \_\_\_\_\_

July 4th Celebration **Level:** \_\_\_\_\_

Tardeada Latina **Level:** \_\_\_\_\_

Pride Day/Community Health and pet Health Expo **Level:** \_\_\_\_\_

Veterans Day **Level:** \_\_\_\_\_

Luces de Navidad **Level:** \_\_\_\_\_

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_



**Working together for the community**