



**MARGARET T. HANCE PARK, DOWNTOWN PHOENIX
SATURDAY, NOVEMBER 4TH, 2017**

The Certified Local Fall Festival is a community celebration of locally owned business. This free, family-friendly festival is open to the public and draws upwards of 15,000 attendees. The festival features food from many of Arizona's finest restaurants, a beer and wine garden, booths for local merchants to showcase their wares and live musical entertainment.

A portion of the event's proceeds benefit the Local First Arizona Foundation and its mission to provide support to local businesses, to educate citizens and policymakers about local sustainable alternatives and to create vibrant communities that encourage diversity and entrepreneurship. Take advantage of this highly visible, unique opportunity to show your support for local businesses. Sponsorship opportunities are listed below and custom sponsorship packages are also available upon request.

*snapshots
of
success*

BY THE NUMBERS

15,000+ attendees
200 Local Vendors
35 breweries, wineries, and distillers in
Hensley Beverage Garden
Dozens of media hits reaching tens of
thousands of people

FROM
2016

"This was our first year attending as a vendor we really enjoyed the experience! We felt that we made valuable connections with potential clients as well as meeting other local business owners. Definitely a great experience that we'd love to participate in again. The setting was fantastic!"

-Karie Hicks, Moxie Girl
LFA Member and 2016 Participant

"Thank you for hosting such an amazing event! The crowd was phenomenal and a delight to interact with. Our booth was busy the entire day and people had great questions for us. What was especially nice was that it seemed everyone had a genuine interest in what we had to say, you don't get that at every event!"

-Adria Surovy, Water Use It Wisely
LFA Member and 2016 Sponsor

Title Sponsor – \$10,000 (Limited Availability)

- Video featuring sponsor marketed through Local First Arizona media channels.
- Company mentioned in TV media coverage for event.
- LFA executive staff will work with sponsor to produce a creative experience to engage attendees.
- Introductions from LFA executive staff to partners and target clients.
- Company name listed in official press release announcing the Fall Festival.
- Blog post featuring sponsor's impact on Arizona's economy. **10,000+ impressions.**
- Logo prominently featured on all printed event material. **Advertising reach: 981,000+**
- 10 x 20 booth in prime location at event (**\$550 value**).
- Annual Community Partner Membership (**\$2,500 value**).
- Logo prominently displayed on Fall Festival event page. **16,000 hits in 2016.**
- Logo in 10+ e-blasts to LFA followers. **25,000+ impressions.**
- Logo featured in 1 e-blast from key LFA media partners including Green Living Magazine, Raising Arizona Kids and Frontdoors. **274,000+ hits.**
- Name mention in Facebook event listing to **25,000+ followers.**
- Name mention 10+ times on LFA social media channels. **115,000+ impressions.**
- Logo placed on event banner and signage.
- Promotional item in 500 goodie bags given to attendees (**\$300 value**).
- Promotional item in 200 bags given to business vendors (**\$500 value**).
- Company recognition via stage 10+ times during the day of the event.
- 100 complimentary sampling tickets to the Arizona Beer & Wine Garden (**\$100 value**).
- 10 event t-shirts (**\$150 value**)

Legacy Sponsor – \$5,000 (Limited Availability)

- LFA executive staff will work with sponsor to produce a creative experience to engage attendees.
- Logo on printed material promoting the event. Advertising reach: **981,000+**
- 10 x 10 booth in prime location at event (**\$275 value**).
- Annual Sustaining Membership (**\$1000 value**).
- Logo displayed on Fall Festival event page. **16,000 hits in 2016.**
- Logo in 5+ e-blasts to LFA followers. **12,000+ impressions.**
- Logo featured in 1 e-blast from key LFA media partners including Green Living Magazine, Raising Arizona Kids and Frontdoors. **274,000+ hits.**
- Name mention in Facebook event listing to **25,000+ followers.**
- Name mention 5+ times on LFA social media channels. **60,000+ impressions.**
- Logo placed on event banner and signage.
- Promotional item in 500 goodie bags given to attendees (**\$300 value**).
- Promotional item in 200 bags given to business vendors (**\$500 value**).
- Company recognition via stage 5+ times during the day of the event.
- 80 complimentary sampling tickets to the Arizona Beer & Wine Garden (**\$80 value**).
- 8 event t-shirts (**\$120 value**).

Supporting Sponsor - \$3,000

- LFA executive staff will work with sponsor to produce a creative experience to engage attendees.
- Name mention in Facebook event listing to **25,000+ followers**.
- Name mention 2+ times on LFA social media channels. **20,000+ impressions**.
- 10 x 10 booth at event (**\$275 value**).
- Annual Membership to Local First Arizona (**\$349 value**).
- Company logo displayed on Fall Festival event page. **16,000 hits in 2016**.
- Company name and logo placed on event banner.
- Promotional item in 500 goodie bags given to attendees (**\$300 value**).
- 60 complimentary sampling tickets to the Arizona Beer & Wine Garden (**\$60 value**).
- 6 event t-shirts (**\$90 value**).

Community Sponsor - \$1,500

- LFA executive staff will work with sponsor to produce a creative experience to engage attendees
- 10 x 10 booth at event (**\$275 value**).
- Company logo displayed on Fall Festival event page. **16,000 hits in 2016**.
- Company name and logo place on event banner.
- Promotional item in 500 goodie bags given to attendees (**\$300 value**).
- 40 complimentary sampling tickets to the Arizona Beer & Wine Garden (**\$40 value**).
- 4 event t-shirts (**\$60 value**).

Activity Sponsor - \$1000

- LFA staff will work with sponsor to create a family friendly experience marketed to attract attendees.
- Booth at event to exhibit activity and interact with attendees.
- Company name and exclusive activity listed on **20,000 event flyers**.
- Company logo displayed on Fall Festival event page. **16,000 hits in 2016**.
- Company name and logo place on event banner.
- Promotional item in 500 goodie bags given to attendees (**\$300 value**).
- 4 event t-shirts (**\$60 value**).

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Contact us!

Please contact Local First Arizona if you are interested in sponsorship opportunities and/or have any questions. We look forward to hearing from you!

Contact Michael Kracht | (602) 956-0909 ext. 8 | michael@localfirstaz.com

WWW.LOCALFIRSTAZ.COM/FALL-FESTIVAL