

ENGAGEMENT OPPORTUNITIES

# MARANA EVENTS



# 2023



# MARANA EVENTS

IT'S TIME FOR FUN!

The Town of Marana is truly a place where you can live, work, and play. Since 1977, Marana has made a commitment to providing free, family-friendly experiences and entertainment for residents. As such, Marana is now also highly-regarded across Southern Arizona for presenting large-scale events and festivals for the community to enjoy.

Every year, over 50,000 people attend the Town of Marana Signature Events series and it's easy to see why. Family-friendly venues, local community showcases, free entertainment, and unique attractions make for priceless memories. These experiences are why Marana has become a popular destination for new residents, businesses, and visitors.

Make sure to mark your 2023 calendars for Marana's award-winning Founders' Day: Parade & Festivities, Star Spangled Spectacular, Marana Fall Festival, and Marana Holiday Festival & Christmas Tree Lighting. These one-day Signature Events can't be missed, and are the places to be for candy-chasing thrills, chest-rumbling fireworks, thrill-seeking mutton bustin', and dazzling light shows.

But it's not just huge events that are offered by the Town of Marana. Smaller community events are a great opportunity to see the many amenities available in Marana—from the fields at Crossroads at Silverbell District Park to the wet and wild splash pad at Marana Heritage River Park. You can even enjoy dinner and a show at our diverse Concerts in the Courtyard series at our very own Marana Municipal Complex in Downtown Marana!

Marana events are presented for the community by the community. Learn how you can participate as a business, talent, or organization, and gain exposure to thousands of people. Want to volunteer your time toward a great cause? You can serve your community while also having fun.

The Town of Marana is proud to present the 2023 Signature Events program and we look forward to seeing you soon!



# SIGNATURE EVENTS CALENDAR 2023

- MAR 18 FOUNDERS' DAY**  
Downtown Municipal Complex  
10:00AM – 3:00PM
- JUL 04 STAR-SPANGLED SPECTACULAR**  
Crossroads at Silverbell District Park  
5:00 – 9:30PM
- OCT 21 FALL FESTIVAL**  
Heritage River Park Farm  
2:00 – 9:00PM
- DEC 02 HOLIDAY FESTIVAL & CHRISTMAS TREE LIGHTING**  
Downtown Municipal Complex / 3:00 – 8:00PM  
*Encore light shows Dec 3rd thru 27th, 6:00 – 9:00PM on the hour, weather permitting*



**MARCH 18, 2023**

**10:00AM – 3:00PM**

**MARANA MUNICIPAL COMPLEX**

Forty-six years ago, a group of Southern Arizona farmers changed history. Marana was incorporated on March 21, 1977 and has exponentially grown to become the second largest populated town in southern Arizona. Today, Marana is now home to over 56,000 people and is still growing!

Now, on the third Saturday in March, friends, neighbors and visitors come together in Downtown Marana to honor the community's heritage with a parade and festivities. Community groups, organizations, and volunteers are featured prominently at this historic event. Guests are encouraged to bring their own seating and come early to find a great spot along the parade route on Marana Main Street. Get to know your neighbors and history of your community!

**FUN FACT:** In 2022, the Town of Marana was honored to win "Outstanding Cultural Program" for Founders' Day 2022 from the Arizona Parks and Recreation Association.

**THINGS TO DO:**

- Parade starts at 10 AM
- Car show
- Inflatables
- Historical exhibits
- Live performances
- 20+ food vendors
- Artisan / craft vendors
- Lawn games
- Kids creation station
- Chalk art alley
- Photo booth

**EVENT INFORMATION:**

- ATM access
- Parking available in the surrounding parking lots
- Parking attendants and traffic control will be on-site





THE TOWN OF MARANA  
*presents*

**STAR SPANGLED**

**SPECTACULAR**

**JULY 4, 2023**

**FUN STARTS AT 5:00PM • FIREWORKS AT 9:00PM**  
**CROSSROADS AT SILVERBELL DISTRICT PARK**

When it comes to celebrating our nation's birthday, Marana knows how to put on a party! As the largest organized July 4th event in the region, over 17,000 people flock to Crossroads at Silverbell District Park to celebrate Independence Day—and for good reason! Marana's Star-Spangled Spectacular provides a wide offering of food vendors, activities, a kid zone, splash pad, and free live music!

Marana's largest event is nestled behind Arizona Pavilions shopping center and within the Continental Ranch neighborhood, making it the perfect event for residents to walk to or enjoy the fireworks from many vantage points. Residents and visitors spend the day shopping at nearby stores and eating at the restaurants before coming over to enjoy an evening in the park.

**FUN FACT:** Over 17,000 people attend this event, making it the largest organized July 4 event in the region, and the largest Town of Marana event.

**THINGS TO DO:**

- Fireworks
- Car show
- Live performances
- 35+ food vendors
- Playground and inflatables
- Splash pad
- Lawn games
- Kids creation station
- Photo booth

**EVENT INFORMATION:**

- The parking lot is reserved for handicap and vendor access
- Shuttles will run from designated locations to and from the park for the public
- Additional parking is available throughout Arizona Pavilions
- ATM access
- Coolers are permitted
- Glass bottles are not permitted





**OCTOBER 21, 2023**

**2:00 – 9:00PM**

**HERITAGE RIVER PARK FARM**

Marana's Fall Festival brings all the joys of fall on the farm to the public. Can your little daredevil master the sheep ridin' challenge? Sign them up for mutton bustin'! Spend the afternoon at the arena, then head over to the carnival for an evening of thrills. Play games or just sit back and enjoy live music under the night sky. Located just outside of the Tucson metro area, anyone can enjoy life on the farm at this beloved annual event.

**THINGS TO DO:**

- Carnival rides
- Mutton Bustin'
- Kids rodeo activities and competitions
- Live performances
- Beer garden
- 25+ food vendors
- Sunflower field
- Artisan / craft vendors
- Kids' zone and creation station
- Inflatables
- Lawn games
- Art walk
- Photo booth

**EVENT INFORMATION:**

- Over 6,000 people attend
- Parking available in surrounding parking lots
- Parking attendants and traffic control will be on-site
- ATM access
- Parent oasis







THE TOWN OF MARANA  
*presents*

# HOLIDAY FESTIVAL

**DECEMBER 3, 2023**

**2:00 – 9:00PM • TREE LIGHTING AT 6:00PM**

**MARANA MUNICIPAL COMPLEX**

Kick off the holiday season and deck downtown at the largest synchronized Christmas Tree Light Show in Arizona. This popular event attracts thousands of people to Downtown Marana in one evening and is quickly becoming one of Marana's most popular events, growing in attendance from previous years and increasing in business and vendor participation. Enjoy live performances from local community groups, schools, and professional bands. Relive old memories and make a few more when you come to the Marana Holiday Festival and Christmas Tree Lighting.

**THINGS TO DO:**

- Christmas tree light show
- Free photo with Santa and Mrs. Claus
- Community performances
- Coffee and sweets zone
- 30+ food vendors
- 40+ vendors at the holiday artisan market
- Inflatables
- All-ages train rides
- Kids creation station
- Photo booth

**EVENT INFORMATION:**

- Over 7,000 people attend
- Encore tree lighting at 8:30PM
- Parking available in the surrounding parking lots
- Parking attendants and traffic control will be on-site
- ATM access

## CHRISTMAS TREE LIGHT SHOW

DECEMBER 3 – 27, 2023 • ON THE HOUR  
6:00 – 9:00PM • MARANA MUNICIPAL COMPLEX

While Marana's Christmas Tree Light Show debuts at our Holiday Festival every year, you can delight in the show the rest of December every night! From 6-9PM starting December 3rd and running through December 27th, guests can drive up to the roundabout at Marana Main Street and Civic Center drive to experience the show. Featuring the Town of Marana's **NEW** 40ft Christmas Tree with over 18,000 lights, this is the largest Christmas Tree presented by a city, town or municipality in the state! There are also an additional 75,000 lights in the surrounding landscape trees that are programmed in a dazzling, coordinated display to Holiday music. This is a free show for the public to enjoy!

### EVENT INFORMATION:

- Cost: FREE
- The light show is located in the Marana Municipal Complex Plaza where Marana Main Street meets at Civic Center Drive.
- You can tune your FM radio in to listen to the music from the comfort of your vehicle. The station is listed on signage in the MMC plaza.
- If you would like to take photos and walk through the light show, please park in the MMC parking lot located east of the light show.





# PARTICIPATE IN SIGNATURE EVENTS

## PERFORMERS

The Town of Marana regularly looks for talent to perform at a number of our events. Want to perform in front of thousands of people? Generate name recognition for your band or group by headlining Marana Founders' Day, Star-Spangled Spectacular, Fall Festival, Holiday Festival and Christmas Tree Lighting, or Concerts in the Courtyard. Calls for talent are posted on Marana Parks and Recreation's social media throughout the year.

## EVENT COMPONENTS & VOLUNTEERS

It takes a Town to create an event! Marana events are comprised of many parts and pieces, including contributions from local organizations and volunteers. Current event features made possible by volunteer contributors include Mutton Bustin' at Fall Festival, the parade at Founders' Day, and community performers at Holiday Festival.

The Town of Marana is grateful to the volunteers who work hard to make these events unforgettable for our residents. If you or your

organization is interested in being a part of our events, we would love to hear from you.

## VENDORS

Vendors are reserved on a first-come, first-served basis. Sign up early to be considered for an event!

## COST

Marana Founders' Day, Star-Spangled Spectacular, Fall Festival, and Holiday Festival and Christmas Tree Lighting:

- For the latest fees, please visit our vendor information page at [maranaAZ.gov/vendors](http://maranaAZ.gov/vendors).
- Cost includes power upon request.

## WHAT YOU NEED

If approved, Town staff will provide additional information on acquiring the following documents:

## FOOD VENDORS

- Food truck inspection (if applicable).
- Pima County Health Permit.
- Certificate of insurance and letter of endorsement.



- Marana business license or proof of 501(c)3 status. Call (520) 382-1918 for more information.
- Vendor agreement with the Town of Marana.

## ALL VENDORS

- You will be required to provide your own materials for your designated 10 x 10 ft. space (restrictions do not apply to food trucks). This includes tables, chairs, canopies, etc.
- The Town of Marana does not ensure exclusivity for events. Vendors with



Visit [maranaAZ.gov/events](http://maranaAZ.gov/events) for more information. Town staff can also be reached at [events@maranaAZ.gov](mailto:events@maranaAZ.gov).

booth quantity limitations set by their parent companies are responsible for monitoring their own presence.

# EVENT SPONSORSHIPS



## UNDERWRITING SPONSORSHIPS

Sponsorships bring exposure to your business and benefits to the entire community. Our Signature Events are a perfect opportunity for businesses to get in front of thousands of people! Underwriting Sponsors support an event in exchange for event-day benefits, marketing exposure, and more.

**NOTE:** Only one signature sponsor is permitted per signature event.

## IN-KIND AND MEDIA SPONSORS

Customized sponsorship packages of any provided value are available.

## FOUNDERS' DAY SPONSOR LEVELS

BRONZE: \$500

- Children's activities (creation station, face painter, balloon twister)

SILVER: \$1000

- Car show

GOLD: \$2,500

- Performers

PLATINUM 1: \$5,000

- Event experiences (VIP breakfast, parade team, photo booth, signage)

PLATINUM 2 : \$5,000

- Inflatables

SIGNATURE: \$10,000+

- Stage

## STAR-SPANGLED SPECTACULAR SPONSOR LEVELS

BRONZE: \$500

- Children's activities (creation station, face painter, balloon twister)

SILVER: \$1000

- Car show

GOLD: \$2,500

- Performers

PLATINUM 1: \$5,000

- Event experiences (ice for vendors, photo booth, musical petting zoo, signage)

PLATINUM 2 : \$5,000

- Inflatables

SIGNATURE: \$10,000+

- Fireworks or stage

## FALL FESTIVAL SPONSOR LEVELS

BRONZE: \$500

- Children's activities (creation station, face painter, balloon twister)

SILVER: \$1000

- Art walk

GOLD: \$2,500

- Performers

PLATINUM 1: \$5,000

- Event experiences (ice for vendors, photo booth, signage, additional kid zone activities)

PLATINUM 2 : \$5,000

- Inflatables

SIGNATURE: \$10,000+

- Carnival or stage

## HOLIDAY FESTIVAL SPONSOR LEVELS

BRONZE: \$500

- Children's activities (creation station, face painter, balloon twister)

SILVER: \$1000

- Holiday paintings

GOLD: \$2,500

- Performers (Santa and Mrs. Claus, Santa photographer, additional performances)

PLATINUM 1: \$5,000

- Event experiences (character meet and greet, photo booth, holiday train, additional kid zone activities)

PLATINUM 2 : \$5,000

- Inflatables

SIGNATURE: \$10,000+

- Holiday light show or stage



# EVENT SPONSORSHIPS (CONTINUED)

## CONCERTS IN THE COURTYARD SPONSOR LEVELS

BRONZE: \$500

- Activities (creation station)

SILVER: \$1000

- Performers or stage

GOLD: \$2,500

- Concert night

PLATINUM: \$5,000

- Half-season (either fall or spring)

SIGNATURE: \$10,000+

- Full-season (both fall and spring)



Visit [maranaAZ.gov/events](http://maranaAZ.gov/events) for more information or call (520) 382-1946.

	Vendor Table	Secondary Logo	Website	E-Newsletter Mention	Corporate Banner	Social Media Posts	Primary Logo	Prime Event Location	Title Placement on All Event Collateral
<b>SIGNATURE</b>	✓	✓	✓	✓	✓	✓	✓	✓	✓
<b>PLATINUM</b>	✓	✓	✓	✓	✓	✓			
<b>GOLD</b>	✓	✓	✓	✓	✓				
<b>SILVER</b>	✓	✓	✓						
<b>BRONZE</b>	✓	✓							





**CONCERTS IN THE COURTYARD SERIES**  
THIRD THURSDAYS • SPRING & FALL 2023  
5:00 – 7:00PM • MARANA MUNICIPAL COMPLEX

**MUSIC IN MARANA**

Enjoy music in Marana on the third Thursday night of the month in the fall and spring from 5-7PM! Don't miss out on our **FREE** multi-genre concert series of live music located in the Marana Municipal Complex courtyard.

**DINNER AND A SHOW**

Food and beverage trucks will be on-site for dining options so plan on dinner and a show. This is a "weather permitting" event.

**SIT BACK AND RELAX**

There will be limited seating available—please bring your own chairs. Keep a look out for the fall season list of dates, bands, and more exciting cultural-themed nights to come!



*Concerts in the Courtyard series run in the spring and fall seasons. Visit [maranaAZ.gov/events](http://maranaAZ.gov/events) for the current schedule.*

**FEB 16** **BOURBON STREET BASH**  
*(New Orleans Jazz Party)*

**MAR 16** **XPLOSION**  
*(Sonoran country with a twist)*

**APR 20** **GEORGE HOWARD BAND**  
*(Variety dance party)*

**MAY 18** **HEART & SOUL**  
*(Contemporary pop hits)*

The Town of Marana Presents

**CONCERTS**  
— I N T H E —  
**COURTYARD**



# #RUNMARANA RACE SERIES 2023

## RUN/WALK/JOG

Marana Parks and Recreation Department has created a collection of endurance events to promote healthy lifestyles in family fun environments, and have coined the race series phrase #RUNMARANA.

## UNIQUE EXPERIENCES

Each #RUNMARANA event carries its own specialty elements, including varying distances, themes, mascots, and crafts.



Visit [maranaAZ.gov/run](https://maranaAZ.gov/run) for the current schedule.

# #RUNMARANA



### MOTHER'S DAY 5K

MAY 13

Fun Run / 5k

Gladden Farms Community Park



### DIRT DASH

DECEMBER 16

4.6k / 15.9k

Wild Burro Trailhead



### AQUATHON

JUNE 2

100yd / 200yd / 350yd swim

Ora Mae Harn District Park, Marana Pool



### EGGNOG JOG

DECEMBER 31

Fun Run / 5k / 10k

Gladden Farms Community Park



### TURKEY TROT

NOVEMBER 11

Fun Run / 5k / 10k

Gladden Farms Community Park



# #RUNMARANA SPONSORSHIPS

Creating strong community relationships and promoting fitness and health are some of the most valuable benefits of sponsoring a race event. We have options to get involved with a single #RUNMARANA event or the entire series.

## SINGLE EVENT SPONSORSHIP

- Included: \$500.00
- Engaged: \$250.00
- Involved: \$150.00
- In-Kind: Any provided value

## FULL SERIES SPONSORSHIP

- Included: \$2000.00
- Engaged: \$1000.00
- Involved: \$550.00
- In-Kind: Any provided value



Interested? Contact [marana.parks@maranaAZ.gov](mailto:marana.parks@maranaAZ.gov) or call (520) 382-1950.

	Vendor Table	Secondary Logo Placement	Vocal Recognition at Event	Corporate Banner Placement	Recognition in Email Blasts	Race Packet Material	Ownership of 1-Mile Section of Course	Social Media Posts	Primary Logo Placement	Prime Event Location	Speak at Event
<b>INCLUDED</b>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<b>ENGAGED</b>	✓	✓	✓	✓	✓	✓	✓				
<b>INVOLVED</b>	✓	✓	✓								
<b>IN-KIND</b>	✓										

# RECREATION PROGRAMS



Whatever your goals may be, the Town of Marana Parks and Recreation Department can connect you with the community on a personal level. From getting fit, to getting outside or learning a new skill, there is plenty to do in Marana. The award-winning Parks and Recreation department organizes several events that have become community traditions, with experiences that create lifelong memories.

Marana Parks and Recreation's events attract hundreds of people from Marana and surrounding communities to create the perfect space for you to promote your business and services.

## PROGRAMS AND CLASSES

Marana Parks and Recreation offers a full program of classes for those interested in guided fitness programs, or those interested in learning a new skill. Through our knowledgeable instructors, residents can enrich their lives through certification classes, family socialization, and much more.

## CAPE CHASE ADAPTIVE RACE

This award-winning adaptive run is the lat-

est in new programming to reach previously underserved portions of the community. Participants can enjoy inclusive obstacles on a fun and accessible path.

## TRAILS

Town of Marana staff take adventurers on guided hikes, birding tours, horseback rides, and mountain bike rides through the Tortolita Mountain trails and the El Rio Preserve. These popular guided treks are a fantastic way to view the scenic beauty that Marana has to offer.

Every spring, the Parks and Recreation Departments of both Marana and Oro Valley team up for the "MOVE Across 2 Ranges" hike challenge. This event is an awesome way to explore nature. Hit the trails and experience the challenge and beauty of southern Arizona's Tortolita and Catalina Mountains in just one day.

## CAMPING

"Camping Under the Stars" returns in April. Take the family camping at Ora Mae Harn District Park, and sleep under the stars without having to leave town. Bring s'mores

to roast over an open fire, enjoy a free movie in the park, and tuck the technology away for a night away from home that's close to home.

## SPORTS

If sports are more your speed, then Marana offers plenty of youth and family sports programming. For kids, we offer Pee Wee Soccer, Mini-Me Sports and School Break Sports Camps plus the extremely popular flag football league that is known across the region.

For all ages, there are leagues and open gyms for basketball and pickle ball.

## SPONSOR AN EVENT

Sponsorships bring exposure to your business. Marana Parks and Recreation events are an affordable opportunity to get your brand in front of hundreds of customers. You may also underwrite an event in exchange for providing event elements, activities, marketing, and more.

## SPONSORSHIP LEVELS

- Included: \$500.00
- Engaged: \$250.00
- Involved: \$150.00
- In-Kind: Any Provided Value

## MEDIA SPONSORSHIP

Customized sponsorship packages of any provided value are available.

## CONTRACT INSTRUCTORS

Interested in providing your services to Marana? Contact us at [marana.parks@maranaAZ.gov](mailto:marana.parks@maranaAZ.gov) or call **(520) 382-1950** to discuss your future as a contracted program instructor!



Learn more about Marana's Parks and Recreation programs and sponsorships at [maranaAZ.gov/recreation](http://maranaAZ.gov/recreation) or call **(520) 382-1950**.





Event photography provided by:

**JD Fitzgerald Photography**

Concert photography provided by:

**Paczka Digital**



## CONTACT US

### EVENTS

events@maranaAZ.gov  
(520) 382-1946  
maranaAZ.gov/events

### PARKS & RECREATION

marana.parks@maranaAZ.gov  
(520) 382-1950  
maranaAZ.gov/recreation



*Event dates and details subject to change. Please see the event calendar at [maranaAZ.gov/events](https://maranaAZ.gov/events) for the most up-to-date information.*





For more Special Events  
information, visit:  
[maranaAZ.gov/events](http://maranaAZ.gov/events)

#MaranaEvents  
#MaranaConcerts



For more Parks & Recreation  
information, visit:  
[maranaAZ.gov/recreation](http://maranaAZ.gov/recreation)

#MaranaParksRec  
#RunMarana