



# = NOCHE EN BLANCO =

Saturday, October 28 | 5:00-10:00pm | Hance Park West | Downtown Phoenix

## **Noche en Blanco - October 28, 2017**

Set-up Time: 3:00pm | Event Time: 5:00pm-10:00pm | Location: Hance Park - West Lawn

***Benefiting the future of Hance Park***

Hance Park Conservancy presents the second annual "Noche en Blanco" in Hance Park. Inspired by a similar "dinner in white" which got its start in Paris 30 years ago, Noche en Blanco has a character unique to Phoenix. Guests will arrive dressed all in white, share in a sunset toast, and partake in gourmet picnics paired with fine wine. This will be a fun, elegant event with long rows of tables draped in white, strings of lights and stars overhead, featuring live music and dancing.



## **The Future of Hance Park**

Hance Park is a 32-acre green space in the heart of Downtown Phoenix, situated in the midst of great cultural, arts, and community institutions. The park offers year-round events and activities, an active dog park, and several amenities.

The Hance Park Conservancy, in partnership with the City of Phoenix and Phoenix Community Alliance, have endeavored to redesign and redevelop Hance Park into a vibrant urban park and signature destination that becomes a catalyst for positive change in the community.

Signature parks throughout the nation are unique, must-see spaces that inspire community pride, economic development, and tourism. Great cities need great parks.



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## Event Schedule

3:00 PM	Table Host Set-Up	7:00 PM	Dance Performance
5:00 PM	Event Begins & Reception	8:00 PM	Music Performance
5:40 PM	Welcome & (Mayor's) Sunset Toast	9:00 PM	Music Performance
6:00 PM	Dinner Begin	10:00 PM	Event Ends

## Opportunities

Title	\$10,000	Table Host	\$120 - \$150
Parkitect	\$5,000	Individual	\$20 - \$25
Ranger	\$2,500	Stakeholder	In-Kind
Neighbor	\$750	Community	In-Kind



## Attire & Table Settings

Todo en Blanco: All white creative cocktail attire, centerpieces, candles, dishes

## Event Committee

**Master of Ceremonies:** Oscar de la Sala

**Honorary Chair:** Mayor Greg Stanton, City of Phoenix (TBD)

**Co-Chair & Fundraising:** Tim Sprague, Habitat Metro

**Co-Chair, Fundraising, (Auction & Raffle):** Dorina Bustamante, Evans Churchill Community Association & Downtown Phoenix Inc

**Marketing & Public Relations:** Lauren Henschen, Phoenix Center for the Arts, Evans Churchill Community Association

**Social Media:** Lorena Garcia & Sakura Considine, Bloguettes (TBD)

**Catering, Bars & Logistics:** Kyu Utsunomiya, Conceptually Social

**Wine:** Rich Paulsen, Southern Wine & Spirits

**Entertainment:** Charlie Levy, Stateside Presents (TBD)

**Finance & Volunteers:** Brenda Thomson, Arizona Humanities Council







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## **About Hance Park Conservancy**

The Hance Park Conservancy is a catalyst for public space renewal in Phoenix, advocating for the park and protecting its future. Established in 2010, the Hance Park Conservancy is a community-based, 501(c)(3) non-profit organization. We are comprised of community and business leaders committed to ensuring a bright future for Hance Park, and by extension, the greater Phoenix Metropolitan Region's 4.2 million residents.

Instrumental in developing the Hance Park Master Plan, the Hance Park Conservancy's mission is to activate the park as well as to raise non-public funds for the realization of the Hance Park Master Plan.

## **Hance Park Conservancy Neighboring Stakeholder Board of Directors**

Arizona Humanities  
Arizona School for the Arts  
ASU College of Public Service  
& Community Solutions  
Burton Barr Library  
Cable One  
Cutler Plotkin Jewish Heritage Center  
Downtown Phoenix Inc  
Evans Churchill Community Association  
FQ Story Community Association  
Grace Lutheran Church  
Habitat Metro

Irish Cultural Center  
Japanese Friendship Garden  
Midtown Neighborhood Association  
Parsons Southwest Center for HIV/AIDS  
Phoenix Art Museum  
Phoenix Center for the Arts  
Phoenix Community Alliance  
Phoenix Library Foundation  
Roosevelt Action Association  
Roosevelt Row Arts District  
Trinity Cathedral





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## Benefits Matrix

Category	Item	Title \$10,000	Parkitect \$5,000	Ranger \$2,500	Neighbor \$750	Table Host * \$120-150	Individual * \$20-25	Neighboring Stakeholder In-Kind	Community Partner In-Kind
Table	Table Host	4	3	2	1	1			
Table	Preferred Table Location	4	3	2	1				
Membership	Founding Membership	32	24	16	8	8	1	x	x
Comp Ticket Pair	Comp Ticket Pair							x	x
Comp Valet	Comp Valet	x	x						
Toast	Welcome Toast	32	24	16	8	8	1	x	x
Toast	Welcome Toast Host		1						
Toast	Sunset Toast	32	24	16	8	8	1	x	x
Toast	Sunset Toast Host	1							
Champagne	Magnum Champagne	4	3						
Champagne	Bottle Champagne			2	16				
Wine	Wine Bottle	8	6	4					
SWAG	Stemless Wine Glass, Logo	1							
SWAG	Ice Bucket, Logo		1						
SWAG	Appreciation Certificate	x	x	x	x	x		x	x
Entertainment	DJ & Strolling Musicians		1						



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Entertainment	Dance Performance		1						
Entertainment	Music Performance		1						
Entertainment	Music Performance		1						
Public Relations	Media Advisory	x	x				x		x
Public Relations	Announcements, Stage	x	x	x					
Marketing	Website	Logo, promo, links	Logo, links	Logo, links	Listing, links			x	x
Marketing	Social Media	x Mentions	x Mentions	x Mentions					x
Collateral, Digital	Digital Promo Collateral	x	x	x	x			x	x
Collateral, Print	Posters	x	x						x
Collateral, Print	Postcards	x	x						x
Collateral, Print	Event Program	Logo, promo	Logo	List	x				
Collateral, Print	Step & Repeat	1							
Banner Signage	Entrance Signage	1							
Banner Signage	Rideshare Signage		1						
Banner Signage	Valet Signage		1						
Banner Signage	Stage Printed Signage	1							
Collateral, Print	Printed Promo Collateral	x	x	x				x	
Banner Signage	Bar Signage		1						
Banner Signage	Stage Digital Signage	Logo, promo	Logo	Listing	Listing			x	x

