

9th
ANNUAL

— NOCHE EN —
BLANCO

PRESENTED BY

CLAYCO



Join Us. Support Us.

SATURDAY, OCTOBER 26, 2024



SPONSORSHIP PACKAGE 2024





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2024

You are Cordially Invited

Hance Park Conservancy invites you to the ninth annual “Noche en Blanco” multicultural community picnic dinner in celebration of Hance Park, produced in partnership with the City of Phoenix Parks and Recreation Department.

Join us for a night of community fun where guests are invited to dress in white costume cocktail attire, enjoy live entertainment, and dine under the stars on the lush east lawn of Hance Park.

Honorary Chair Phoenix Mayor Kate Gallego’s annual community toast will highlight the evening’s entertainment, a multicultural entertainment showcase, including special performances representing a number of the cultural institutions that serve as members of the Hance Park Conservancy Board of Trustees.



SUPPORT THE FUTURE OF HANCE PARK

One hundred percent of the proceeds from Noche en Blanco will benefit the Hance Park Conservancy, a 501(c)3 nonprofit organization founded in 2010 to promote and advocate for the redevelopment of Margaret T. Hance Park in Downtown Phoenix.

Its Board of Trustees is comprised of community, city, and business leaders committed to the mission to **cultivate, celebrate and enhance the natural, cultural and recreational experiences that make Margaret T. Hance Park a regional gathering space for all.**

In addition to its efforts to foster strong community engagement in support of the park, Hance Park Conservancy works in partnership with the City of Phoenix Parks & Recreation Department and Phoenix Community Alliance as a member of the Hance Park Partner Coalition in a fundraising effort that will result in the realization of the Hance Park Master Plan adopted by the City of Phoenix in 2014.

EVENT DETAILS

DATE: October 26, 2024

LOCATION: Hance Park - East Lawn,
116 E. Moreland St., Phoenix AZ

4:00 PM: Table Host Set-Up

5:00 PM: Reception Begins with Live Entertainment

6:30 PM: Mayor's Community Toast

8:00 PM: Music & Dancing

10:00 PM: Event Ends

A GATHERING OF 'FRIENDS'

A portion of proceeds from the 2024 Noche en Blanco will help fund the new **Friends of Hance Park** program that will invite community members to engage in HPC's mission through special activities, volunteerism, partnerships, advocacy and financial support.



A TIME TO DINE & SHINE

From the string of lights hanging overhead to the wine in the clinking glasses, Noche positively sparkles in celebration of community.

Guests elegantly dress "en blanco" while enjoying entertainment representing all that makes Hance Park an iconic destination and gathering space.

Whether toasting across the table or across the event, Noche is for connecting with friends and neighbors old and new.

A CURATED EXPERIENCE FOR OUR PARTNERS

All Noche sponsors will receive a catered guest experience including table delivery ("skip the line") of pre-ordered picnics that include a curated collection of delights, including beer and wine to dine, and champagne to toast. Elevated charcuterie selections include cured meats, cheeses, house-made dried fruits, nuts, olives, and a sweet.

COMMUNITY CULINARY PARTNERS

HPC proudly collaborates with renowned downtown Phoenix food and beverage partners:

Conceptually Social Catering is dedicated to serving uncommonly delicious cuisine while also cultivating meaningful relationships within our community.

Greenwood Brewing was launched by founder Megan Greenwood, an engineer and home-brewer, with a passion for great craft beer along with the meaningful conversations and stories that it creates.

PRESENTING SPONSOR

Presenting sponsor status of the event, to be referred to as "Noche en Blanco presented by [sponsor name]"

- Identified as founding sponsor of the new Friends of Hance Park Program on HPC digital platforms**
- 3 hosted tables of 8 in premium location of choice
- Catered picnic boards for 24 guests
- 4 bottles of champagne
- 4 bottles of wine of choice
- Name recognition during the Mayor's Community Toast
- Co-Branded photo booth
- Recognized as presenting sponsor in stage announcements throughout the night
- Logo and/or Name recognition as Presenting Sponsor in the following:
 - Projection on exterior, east-facing wall of Burton Barr Central Library
 - Digital stage signage
 - Printed bar signage
 - Hance Park Conservancy (HPC) website
 - HPC social media (including dedicated post announcement)
 - HPC e-newsletter
 - Press announcements
 - Any printed promotional materials
- Four (4) reserved valet parking spaces
- Custom on-site activations (mutually agreed upon)

PARKITECT -\$5,000

- Identified as founding sponsor of the new Friends of Hance Park Program on HPC digital platforms**
- 2 hosted tables of 8 in a premium location
- Catered picnic boards for 16 guests
- 2 bottles of champagne for the Mayor's Community Toast
- 2 bottles of wine of choice
- Projection on exterior, east-facing wall of Burton Barr Central Library
- Name recognition in stage announcements
- Prominent logo recognition on digital stage signage
- Prominent logo recognition on the HPC website
- Promotion of support via dedicated HPC social media post
- Name recognition in HPC e-newsletters
- Name recognition in HPC press announcements

RANGER -\$3,000

- Identified as founding sponsor of the new Friends of Hance Park Program on HPC digital platforms**
- 1 hosted table of 8 in a premium location
- Catered picnic boards for 8 guests
- 2 bottles of champagne for the Mayor's Community Toast
- 2 bottles of wine of choice
- Name recognition in stage announcements
- Logo recognition on digital stage signage
- Logo recognition on the HPC website
- Name recognition in HPC social media
- Name recognition in HPC e-newsletters
- Name recognition in HPC press announcements

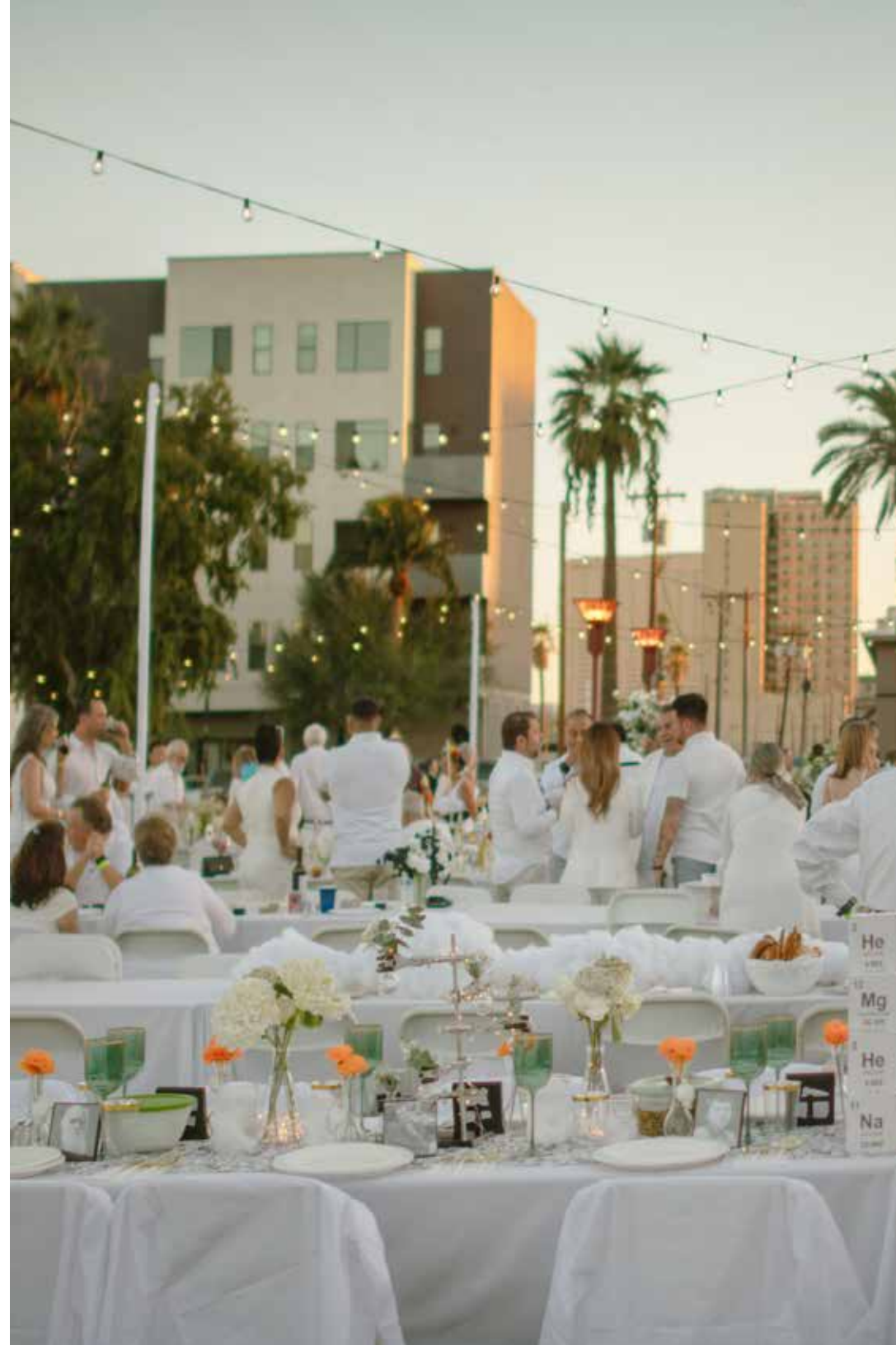
*(up to two presenting sponsors to be identified)

GARDENER - \$1,500

- 1 hosted table of 8 in a premium location
- Catered picnic boards for 8 guests
- 2 bottles of champagne for the Mayor's Community Toast
- 2 bottles of wine
- Name recognition on digital stage signage
- Name recognition on the HPC website
- Name recognition in HPC social media
- Name recognition in HPC e-newsletters

NEIGHBOR - \$800

- 1 hosted table of 8, including picnic boards for 8 guests
- 1 bottle of champagne for the Mayor's Community Toast
- 1 bottle of wine
- Name recognition on the HPC website





HANCE PARK CONSERVANCY BOARD OF TRUSTEES

Arizona Jewish Historical Society
Arizona School for the Arts
Arizona State University
Artlink Inc.
City of Phoenix Parks and Recreation Department
Downtown Phoenix, Inc.
En Hance Park Condominiums
FOUND:RE Phoenix Hotel
Grace Lutheran Church
Great Arizona Puppet Theater
Irish Cultural Center
Japanese Friendship Garden
Midtown Neighborhood Association
New City Church
Phoenix Center for the Arts
Phoenix Public Library Foundation
Portland on the Park Condominiums
Portland Place Condominiums
Roosevelt Action Association
Roosevelt Row CDC
Southwest Center for HIV/AIDS
The Nash
True North Studios
Individual Trustees:
Steve Bruckal, Dorina Bustamante, Joan Kelchner

HPC EXECUTIVE COMMITTEE

Rick Naimark - President
Leah Fregulia - Vice President
Steven Bruckal - Treasurer
Rabbi Jeffrey Schesnol - Secretary
Catrina Kahler - Marketing & Communications
Dorina Bustamante - Fundraising
Alonso Avitia - Ex Officio

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Thank You.