



Kiwaniis[®]

CLUB OF AHWATUKEE

presents

44TH ANNUAL

EASTER

PARADE

& SPRING

FLING

2020

Sponsorship and Advertising Opportunities

info@AhwatukeeKiwanis.org

The Ahwatukee Easter Parade and Spring Fling is the largest fundraiser of the year for the Kiwanis Club of Ahwatukee, a Kiwanis International 501(c)3 Non Profit that raises money for the children of Phoenix and the world.

www.AhwatukeeKiwanis.org



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CLUB OF AHWATUKEE

The Kiwanis Club of Ahwatukee is seeking local commercial sponsorships for the 2020 Ahwatukee Easter Parade and Spring Fling Carnival / Craft Fair to be held on April 11th. The 44th Annual Easter Parade Route runs along 48th Street between Warner and Elliot with a 10:00 a.m. start. The Spring Carnival / Craft Fair is held at the Ahwatukee Community Park (Warner & 48th St.) from 11:00 a.m. to 4:00 p.m.

The Kiwanis Club Easter Parade expects 2,500 participants and 7,000+ spectators for Ahwatukee's largest community participation event. We also expect at least 5,000 residents to visit the Spring Carnival / Craft Fair featuring live entertainment, carnival rides, games and merchant booths which include food and drink.

All sponsors are recognized at the Carnival and in public promotional materials (see reverse for entry form).

100% of the proceeds from this event benefit local children's programs and charities. Thank you for helping with this highly anticipated day of fun, food and games! Sponsorship Levels and Benefits:

GRAND SPONSOR \$5,000 **SOLD OUT**

PLATINUM SPONSOR \$3,000

1. Parade Float Entry
2. Full page ad in Parade Booklet
3. Continuous announcement during the Parade and Carnival
4. Promotional material on-site and in goody bags
5. Vendor booth space
6. Recognized in advertising and marketing material

GOLD SPONSOR \$1000

1. Parade Float Entry (if desired)
2. Half page ad in Parade Booklet
3. Continuous announcement during the Parade and Carnival
4. Promotional material on-site and in goody bags
5. Vendor booth space (if desired)
6. Recognized in advertising and marketing material

SILVER SPONSOR \$500

1. Parade Float Entry (if desired)
2. 1/4 page ad in Parade Booklet
3. Promotional material on-site and in goody bags
4. Vendor booth space (if desired)
5. Recognized in advertising and marketing material

BRONZE SPONSOR \$400

1. 1/8 Page Ad in Parade Booklet
2. Promotional material on-site and in goody bags
3. Vendor booth space (if desired)
4. Recognized in advertising and marketing material

PARTNER SPONSOR \$200

1. Listing in Parade Booklet
2. Promotional material on-site and in goody bags
3. Vendor booth space (if desired)
4. Recognized in advertising and marketing material

For additional information, please contact info@AhwatukeeKiwanis.org

THERE'S A SIZE FOR EVERYONE

Ad space is included with all sponsorship levels!

For designers:

Please deliver your ads in the chosen size in CMYK (shades of gray); no bleeds needed

If you want your ad designed:

Please send your logo, text and images (if any) in the best resolution you have to:
info@ahwatukeekiwanis.org

FULL PAGE

5 x 7.66 in

HALF PAGE

5 x 3.75 in

1/4 PAGE

2.375 x 3.75 in

1/8 PAGE

2.375 x 1.75 in



EASTER PARADE & SPRING FLING

SPONSORSHIP OPPORTUNITIES

We are seeking local commercial sponsorship for the 44th Annual Kiwanis Ahwatukee Easter Parade and Spring Fling.

We expect 2,500 participants and 7,000 spectators for Ahwatukee’s largest community participation event. We get about 5,000 residents to visit the Spring Carnival/Craft Fair which will feature entertainment, carnival rides, games, and merchant booths which will include food and drink.

All sponsors will be recognized at the carnival and in public promotional materials. 100% of the proceeds from this event will benefit local children’s programs and charities.

| QUICK OVERVIEW | GRAND | PLATINUM | GOLD | SILVER | BRONZE | PARTNER |
|--|-----------------|----------------|----------------|--------------|--------------|--------------|
| Parade Float Entry (if desired) | ✓ | ✓ | ✓ | ✓ | ✓ | |
| Ad in Parade Booklet | 1 Page | 1 Page | 1/2 Page | 1/4 Page | 1/8 Page | Listing |
| Continuous announcement during the Parade and Carnival | ✓ | ✓ | ✓ | | | |
| Space available for banner at the entrance to the carnival | ✓ | | | | | |
| Promotional material on-site and in goody bags | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Continuous recognition from the entertainment station | ✓ | | | | | |
| Vendor booth space (if desired) | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Sponsor name on all event signage | ✓ | | | | | |
| Recognized in advertising and marketing material | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Exclusive Easter Bunny Rights. No other full-sized Easter Bunnies permitted. | ✓ | | | | | |
| | \$5,000 | \$3,000 | \$1,000 | \$500 | \$400 | \$200 |
| | SOLD OUT | | | | | |



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Sponsorship Entry - To be completed and returned with payment.

NAME: _____

BUSINESS NAME: _____

ADDRESS: _____

CITY, STATE, ZIP: _____

PHONE: _____ E-MAIL: _____

Please select your donation level below

GRAND SPONSOR \$5,000 **SOLD OUT**

PLATINUM SPONSOR \$3,000

GOLD SPONSOR \$1000

SILVER SPONSOR \$500

BRONZE SPONSOR \$400

PARTNER SPONSOR \$200

The Kiwanis Club of Ahwatukee thanks you for your sponsorship! Entry forms & payments can be mailed to:

KIWANIS CLUB OF AHWATUKEE
P.O. Box 50596
Phoenix, AZ 85076

For additional information, please contact Kiwanis Ahwatukee at info@KiwaniisAhwatukee.org

2020

**EASTER PARADE
& SPRING FLING**