

SPONSORSHIP OPPORTUNITIES



AFTERNOON & TWILIGHT TOUR

SATURDAY, MARCH 7, 2009

3:00 - 9:00 P.M.

INTRODUCTION

MISSION OF THE CORONADO NEIGHBORHOOD ASSOCIATION

The Coronado Neighborhood Association is organized for the purpose of preserving and improving the life associated with the residential characteristics of the community. This purpose is accomplished through a volunteer membership base which: builds a united and informed community; plans projects and activities that bring people together in celebration; and plans projects and activities which improve the environment of the community.

MESSAGE

This 22nd annual historic neighborhood tour and festival represents the Coronado community's commitment to our unique, diverse, entrepreneurial and colorful living experience. This incorporates authentic historic homes, unique businesses, "performing plus" schools, community park and recreation areas, arts, music and cultural experiences, as well as overall community life.

SETTING

This event will take place within the Coronado neighborhood, a historic block of homes in downtown Phoenix between Thomas and McDowell. The Neighborhood Tour will emphasize homes chosen for the tour and there will be activities/entertainment throughout the neighborhood. The festival itself will take place in Coronado Park, a family-friendly center point of our historic neighborhood enhanced by towering shade trees a playground, swimming pool and basketball court! We are encouraging a local, green focus too and encourage people to bike or walk the tour. This year, we have partnered with local pedicab companies to offer transportation along the tour route with the modern cycle rickshaw!

OVERVIEW

The event will consist of a Neighborhood Tour which will highlight Coronado's most unique homes, businesses and public art exhibits. A vibrant festival in the Coronado park will feature interactive booths, children's fair activities, live music and art performances in the afternoon and evening timeframes. Local Coronado businesses will be open and offering incentives to patrons. We want to especially recognize our local vendors/businesses who would like to participate in the festival in Coronado Park. We will offer a discounted vendor rate to those whose businesses are in the 85004, 85005 and 85006 zip code areas (see vendor section for more information).

CHARITABLE COMPONENT

Proceeds from the event will benefit the Coronado Neighborhood Association, a 501c(3) nonprofit organization. To learn more about the mission, please log on to www.gcna.info.

LETTER FROM THE COMMITTEE

Dear Community Friend,

The Coronado Neighborhood is celebrating its 22nd year of Home Tours and you are invited to join in the festivities! The Coronado Neighborhood Association is hosting, "Celebrating Coronado: Afternoon & Twilight Tour" on Saturday, March 7, 2009. We decided to change it up a little this year, to offer the event a little later and cooler in the day. This change gives everyone a chance to visit the Coronado neighborhood by day and night, experiencing all that we have to offer from family-friendly entertainment to wine and beer tastings and live music by twilight!

Team up with neighborhood residents to showcase all that historic Phoenix has to offer by becoming a sponsor of one of our great activities! The celebration will include a peek into some of the most unique properties in the Coronado neighborhood; festival booths with local vendors, nonprofit organizations, and city affiliates; music and live performers, as well as food and beverage vendors.

The Coronado Neighborhood Association is a 501c3 non-profit organization, focused on preserving and improving the life associated with the residential characteristics of the community. This purpose is accomplished through a volunteer membership base which builds a united and informed community, plans projects and activities that bring people together in celebration and plans projects and activities which improve the environment of the community. Sponsor "Celebrating Coronado: Afternoon & Twilight Tour" and continue to build lasting relationships with community residents, businesses, and community officials.

This 22nd annual event represents the Coronado neighborhood's commitment to our unique, diverse, entrepreneurial and colorful living experience. Whether you are a business owner looking for new customers or a long-time friend of the neighborhood, the following sponsorship opportunities offer benefits both pre- and post-event. If you are interested in joining our team of sponsors or would like more information regarding the benefits associated with your generous donation, please contact Fiona Blake at 602.882.4340 or via e-mail at fiona.blake@dcranch.com.

Thank you for your support as we continue to remember the past, celebrate the present, and build a stronger for generations to come!

Warm regards,

Coronado Home Tour Committee

SPONSORSHIP OPPORTUNITIES

CELEBRATION SPONSORSHIP

EXCLUSIVE TITLE SPONSOR

\$3,500

- Sponsor name and logo attached to event as the title sponsor and mentioned in all promotional materials and press releases
- Feature story opportunity in the Coronado Dispatch News Magazine (distributed to 5,000 residents)
- Premium full page advertisement on back cover of event program Tour Book (est. 1,000 printed) if committed and received by (January 23, 2009)
- Banner displayed at check-in booth day of event (provided by sponsor)
- Logo/name on promotional poster on pedicab in advance of event
- Opportunity for Sponsor representative to speak at event
- Sponsor name and logo on Save the Date promotional materials for distribution to residents and local businesses (est. 1,000 printed), if committed and received by time of printing (January 23, 2009)
- Banner displayed on Coronado Park Stage day of event (provided by sponsor)
- Sponsor name mentioned throughout event by event emcees, bands, and public officials
- Sponsor name and logo recognized on Coronado Neighborhood Association website and in the Coronado Dispatch News Magazine
- Inclusion in media-related opportunities in local publications
- Pre- and post-event publicity as Exclusive Celebration Sponsor
- Sponsor name and logo listed on sponsor board at check-in
- Booth opportunity at Coronado Park Festival (vendor to provide booth, table and chairs)
- 10 tickets to the event



SPONSORSHIP OPPORTUNITIES

HOME TOUR SPONSOR

6 AVAILABLE

\$1,500

- Sponsor name and logo on Save the Date promotional materials for distribution to residents and local businesses (est. 1,000 printed), if committed and received by deadline (January 23, 2009)
- Logo/name on promotional poster on pedicab in advance of event
- Banner displayed in Coronado Park Festival day of event (provided by sponsor)
- Quarter page advertisement in event program Tour Book (est. 1,000 printed) if committed and received by time of print deadline (January 23, 2009)
- Sponsor name mentioned throughout event by event emcees, bands, and public officials
- Sponsor name recognized on Coronado Neighborhood Association website and in the Coronado Dispatch News Magazine (distributed to 5,000 residents)
- Potential media-related opportunities in local publications
- Pre- and post-event publicity as Festival Sponsor
- Sponsor name listed on sponsor board at check-in
- Booth opportunity at Coronado Park Festival (vendor to provide booth, table and chairs)
- 4 tickets to the event



SPONSORSHIP OPPORTUNITIES

TWILIGHT SPONSOR

5 AVAILABLE * \$650

- Sponsor name on Save the Date promotional materials for distribution to residents and local businesses (est. 1,000 printed), if committed and received by time of print deadline (January 23, 2009)
- Sponsor name recognized on Coronado Neighborhood Association website and in the Coronado Dispatch News Magazine (distributed to 5,000 residents)
- Business name recognized in Tour book
- Sponsor name listed on sponsor board at check-in
- Booth opportunity at Coronado Park Festival (vendor to provide booth, table and chairs)
- 2 event tickets

PROGRAM SPONSOR

\$425 (FULL PAGE) * \$250 (1/2 PAGE) * \$150 (1/4PAGE)

- Full page advertisement in event program (est. 1,000 printed)
- Booth opportunity at Coronado Park Festival (vendor to provide booth, table and chairs)

GALLERY HOME DÉCOR SPONSOR

4 HOMES AVAILABLE, MAX. OF 4 COMPANIES PER HOME * \$250

- One home on the tour route to display and sell your furnishings, artwork, outdoor displays & landscape
- Booth opportunity at Coronado Park Festival (vendor to provide booth, table and chairs)

COMMUNITY PARTNER

UNLIMITED * MINIMUM DONATION OF \$250 (CASH OR IN-KIND)

- Donations, either monetary or in-kind (i.e. water, tents, performing arts/bands)
- Partner listed on sponsor board at check-in
- Booth opportunity at Coronado Park Festival (vendor to provide booth, table and chairs)

SPONSORSHIP OPPORTUNITIES

CORONADO PARK PREMIUM FOOD VENDOR

8 AVAILABLE \$75 (LOCAL VENDOR¹) & \$100

- 10 x 10 space in the Coronado Park Festival (vendor to provide booth, table and chairs)
- On premium "food row stretch" adjacent to the fair/carnival/children's activities

CORONADO PARK FESTIVAL VENDOR

30 AVAILABLE * \$50 (LOCAL VENDOR¹) & \$60

- 10 x 10 space in the Coronado Park Festival (vendor to provide booth, table and chairs)

NONPROFIT PARK FESTIVAL VENDOR

10 AVAILABLE * COMPLIMENTARY

- 10 x 10 space in the Coronado Park Festival (vendor to provide booth, table and chairs)

For more information or to view the most current version of the community Coronado Dispatch News Magazine, log on to www.gcna.info/newsletters.

All food vendors must have and display proper permits from Maricopa Environmental Services, as we do expect that a Health Specialist will be on premises for the safety of our visitors. For information on permits required, fees, etc., please visit www.maricopa.gov/envsvc/ or call **602.506.6970**.

Additionally, keeping with the creative spirit of the neighborhood, if you are interested in building your own sponsorship package or hosting a side-event at your location to promote the event, please let us know.

¹ must be in zip codes 85004, 85005, 85006

SPONSORSHIP FORM

Join the celebration and become a sponsor today!

Celebrate Coronado:

Afternoon & Twilight Tour

Saturday, March 7, 2009, 3:00 – 9:00 p.m.

Business or Organization Name: _____

Contact Name: _____

Address: _____

Phone: _____ Email: _____

PLEASE CHECK ONE:

- | | | |
|---|---------------------|--|
| <input type="radio"/> Celebration Sponsorship | (1 Available/Title) | \$3,500 |
| <input type="radio"/> Home Tour Sponsorship | (6 Available) | \$1,500 |
| <input type="radio"/> Twilight Sponsorship | (7 Available) | \$650 |
| <input type="radio"/> Program (Tour Book) | (Unlimited) | \$425 (full), \$250 (1/2), \$150 (1/4) |
| <input type="radio"/> Gallery Home Decor | (4 Homes Available) | \$250 (Max. of 4 featured companies per home, depending on product) |
| <input type="radio"/> Community Partner | (Unlimited) | \$250 (cash or in-kind) |
| <input type="radio"/> Coronado Park Premium Food Vendor | (8 Available) | \$75 or \$100 |
| <input type="radio"/> Coronado Park Food Vendor | (30 Available) | \$50 or \$60 |
| <input type="radio"/> Non-Profit Park Festival Vendor | (10 Available) | Complimentary! |

Description of in-kind donation with monetary value _____

PAYMENTS CAN BE MADE ON-LINE AT WWW.GCNA.INFO OR CHECKS CAN BE MADE PAYABLE TO:

Coronado Neighborhood Association

PO BOX 5215

Phoenix, AZ 85010

For more information or to view the most current version of the community Coronado Dispatch News Magazine, log on to www.gcna.info/newsletters

Sponsorship contribution must be received by Friday, January 23, 2009

(A portion of your donation may be tax-deductible – please see your tax advisor for further information)

PRESS 2008

DAY OF * FOX 10

PRE-EVENT TV * CBS 5

PRE-EVENT WEB * AZCENTRAL.COM, WWW.VISITPHOENIX.COM, AZFAMILY.COM,
KPHO.COM, KJZZ.COM

PRE-EVENT PRINT * PHOENIX NEW TIMES NIGHT & DAY, NORTH CENTRAL NEWS,
MIDTOWN MESSENGER, DISPATCH

NEIGHBORHOOD CROSS PROMO * NEWSLETTERS/WEB SITES FOR
ENCANTO AND WILLOW

DESERT LIVING

>>> on the DL

PHOTOGRAPHER JESSICA ROSE, ANTHONY
J. COSACCHI & BYRON MEDINA

CORONADO HOME TOUR

WHO: Coronado residents and home tour junkies. **WHAT:** The Coronado Historic District Home Tour. **WHY:** A chance to peek inside these historic homes.



Live music at the registration area



Checking in at the home tour



Mobile Pet Adoptions stopped by