



**Celebrating Coronado:  
“A Neighborhood Tour & Festival”  
Sunday, March 30, 2008  
10:00 a.m. – 5:00 p.m.**

**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 “21st annual neighborhood tour and festival” represents the Coronado Neighborhood community’s commitment to our unique, diverse, entrepreneurial and colorful living experience. This incorporates authentic historic homes to entrepreneurial businesses, to “performing plus” schools, community park and recreation areas, arts, music and cultural experiences, as well as overall community life.

**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 can be experienced at Coronado Park featuring interactive booths, children’s activities, live music and art performances. Local Coronado businesses will be open and offering incentives to patrons.

**Setting**

This will take place within the Coronado neighborhood. The Neighborhood Tour will emphasize those houses chosen for the tour and there will be certain activities/entertainment throughout the neighborhood. The festival itself will take place in Coronado Park.

**Charitable Component**

Proceeds from the event will benefit the Coronado Neighborhood Association. To learn more about the mission, please log on to [www.gcna.info](http://www.gcna.info).



Dear Community Friend,

The Coronado Historical Neighborhood is celebrating its 21<sup>st</sup> Year of Home Tours and you are invited to join in the festivities! In honor of our coming of age, The Coronado Neighborhood Association is hosting, "Celebrating Coronado: A Neighborhood Tour and Festival" on Saturday, March 30, 2008.

Team up with neighborhood residents to show case 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 featuring art showcased in the popular Art Detour and First Friday's events; a Children and Family play area and Restaurant Row designed to tantalize your senses and quench your thirst for community flair!

The Coronado Neighborhood Association is a 501c3 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. Partner with the Coronado Neighborhood Association this year by sponsoring "Celebrating Coronado: A Neighborhood Tour and Festival" and continue to build lasting relationships with community residents, businesses, and community officials.

This 21<sup>st</sup> annual event represents the Coronado Neighborhood community'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 Mindy Jones at 602.451.4975 or via e-mail at [mindyjones@gmail.com](mailto:mindyjones@gmail.com).

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

Warm Regards,

Sponsorship Committee



**Join the celebration and become a sponsor today!**

Celebrate Coronado:

A Neighborhood Tour and Festival

Sunday, March 30, 2008

Neighborhood Tour and Festival 10:00 a.m. – 5:00 p.m.

Business or Organization Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phones: \_\_\_\_\_ Email: \_\_\_\_\_

Please check one:

- |   |                   |                         |
|---|-------------------|-------------------------|
| <input type="checkbox"/> Celebration Sponsorship    | (One Available)   | \$7,500                 |
| <input type="checkbox"/> Festival Sponsorship       | (Two Available)   | \$5,000                 |
| <input type="checkbox"/> Home Tour Sponsorship      | (Three Available) | \$3,000                 |
| <input type="checkbox"/> Trolley Sponsorship        | (Three Available) | \$1,500                 |
| <input type="checkbox"/> Program Sponsor            | (30 Available)    | \$500                   |
| <input type="checkbox"/> Gallery Home Decor Sponsor | (Five Available)  | \$300                   |
| <input type="checkbox"/> Community Partner          | (Unlimited)       | \$250 (cash or in-kind) |

Description of in-kind donation with monetary value

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

- |   |                   |                |
|---|-------------------|----------------|
| <input type="checkbox"/> Coronado Park Festival Vendor  | (Fifty Available) | \$50           |
| <input type="checkbox"/> Non-profit Park Festival Vendor  | (Unlimited)       | Complimentary! |
| <input type="checkbox"/> Other (please include description of pre-event idea or unique sponsorship plan |                   |                |

\_\_\_\_\_  
\_\_\_\_\_

Checks can be made payable to:  
Coronado Neighborhood Association  
PO BOX 5215  
Phoenix, AZ 85010

*To pay the vendor fee by credit card, please visit <http://www.gcna.info/hometour/default.htm>!!!*

Please submit your sponsorship contribution by **Friday, February 1, 2008**

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



### **Celebration Sponsorship (Exclusive Title Sponsor) - \$7,500**

- ❖ Sponsor name and logo attached to event as the title sponsor and mentioned in all promotional materials and press releases
- ❖ March feature story opportunity in the *Coronado Dispatch* News Magazine
- ❖ Premium full page advertisement on back cover of event program (est. 2000 printed)
- ❖ Banner displayed at check in booth day of event (provided by sponsor)
- ❖ 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 by time of printing (February 1, 2007)
- ❖ Sponsor name and logo on event t-shirts, if committed by time of printing (March 1, 2007)
- ❖ 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 website and in the *Coronado Dispatch* News Magazine
- ❖ Potential 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
- ❖ 10 tickets to the event celebration
- ❖ 10 event t-shirts

### **Festival Sponsorship (Two available) - \$5,000**

- ❖ Sponsor name and logo on Save the Date promotional materials for distribution to residents and local businesses (est. 1,000 printed), if committed by time of printing (February 1, 2007)
- ❖ Sponsor name and logo on event t-shirts, if committed by time of printing (March 1, 2007)
- ❖ Banner displayed in Coronado Park Festival day of event (provided by sponsor)
- ❖ Half page advertisement in event program (est. 2000 printed)
- ❖ Sponsor name mentioned throughout event by event emcees, bands, and public officials
- ❖ Sponsor name and logo recognized on Coronado Neighborhood website and in the *Coronado Dispatch* News Magazine
- ❖ Potential media-related opportunities in local publications
- ❖ Pre- and post-event publicity as Festival Sponsor
- ❖ Sponsor name and logo listed on sponsor board at check-in
- ❖ Booth opportunity at Coronado Park Festival
- ❖ 8 tickets to the event celebration
- ❖ 8 event t-shirts



### **Home Tour Sponsor (Three available) - \$3,000**

- ❖ Sponsor name on Save the Date promotional materials for distribution to residents and local businesses (est. 1,000 printed), if committed by time of printing (February 1, 2007)
- ❖ Sponsor name on event t-shirts, if committed by time of printing (March 1, 2007)
- ❖ Banner displayed in Coronado Park Festival day of event (provided by sponsor)
- ❖ Quarter page advertisement in event program (est. 2000 printed)
- ❖ Sponsor name mentioned throughout event by event emcees, bands, and public officials
- ❖ Sponsor name recognized on Coronado Neighborhood website and in the *Coronado Dispatch* News Magazine
- ❖ 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
- ❖ 4 tickets to the event celebration
- ❖ 4 event t-shirts

### **Trolley Sponsorship (Three available) - \$1,500**

- ❖ Sponsor name on Save the Date promotional materials for distribution to residents and local businesses (est. 1,000 printed), if committed by time of printing (February 1, 2007)
- ❖ Sponsor name on event t-shirts, if committed by time of printing (March 1, 2007)
- ❖ Banner and promotional materials displayed on one trolley day of event (provided by sponsor)
- ❖ Sponsor name recognized on Coronado Neighborhood website and in the *Coronado Dispatch* News Magazine
- ❖ Sponsor name listed on sponsor board at check-in
- ❖ Booth opportunity at Coronado Park Festival
- ❖ 2 event tickets
- ❖ 2 event t-shirts

### **Program Sponsor (30 Available) – \$500**

- ❖ Full page advertisement in event program (est. 2000 printed)
- ❖ Booth opportunity at Coronado Park Festival
- ❖ 2 event t-shirts

### **Gallery Home Décor Sponsor (Five Available) - \$300**

- ❖ One home on the tour route to display and sell your furnishings, artwork, outdoor displays
- ❖ Booth opportunity at Coronado Park Festival
- ❖ 2 event t-shirts

### **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
- ❖ 2 event shirts



**Coronado Park Festival Vendor (Fifty Available) - \$50**

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

**Nonprofit Park Festival vendor (Unlimited) – Complimentary!**

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

*\*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 <http://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 by emailing [hometour@gcna.info](mailto:hometour@gcna.info)!