



SPONSORSHIP OPPORTUNITIES

The Peoria Arts & Cultural Festival celebrates the thriving art and cultural experiences in our schools and community.

Saturday, March 4, 2023 | Old Town Peoria

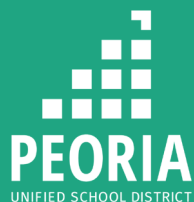
This event encompasses multiple city blocks surrounding Osuna Park, Peoria Center for the Performing Arts (home of TheaterWorks) and the Peoria Community Center. The Peoria Arts & Cultural festival attracts nearly 14,000 people annually, bringing in families with children from across the entire West Valley as well as residents within the Peoria Unified School District who appreciate the arts.

- More than 3,500 visual art displays from students
- Kids play area with inflatables
- An array of food trucks
- Art projects for kids
- More than 80 performances on 7 stages
- Visual and performing arts experiences

This festival raises money which supports scholarships for students and grants for Peoria Unified arts educators.

Be a part of the Peoria Arts & Cultural Festival and reach thousands of community members.

Many sponsorship opportunities available.





Your Sponsorship benefits the Peoria Education Foundation

THE FOUNDATION

The mission of the Peoria Education Foundation is to enrich and support excellence in public education within the Peoria Unified School District. Since 1987, the Peoria Education Foundation, an IRS designated 501(c)(3) non-profit organization, has awarded grants to teachers to enhance the educational experience of students and scholarships to graduating students.



STUDENT SCHOLARSHIPS

The Peoria Education Foundation provides six scholarship opportunities to Peoria Unified high school seniors:

- 1 Against All Odds** - awarded to graduates who have overcome significant obstacles to complete their high school coursework and plan to continue with post-secondary education.
- 2 Community Service** - presented to graduates who have demonstrated academic excellence and a strong commitment to the community.
- 3 Joseph McCord Memorial** - awarded to graduates who are passionate about history.
- 4 Dr. Santarelli Leadership** - presented to students with strong leadership qualities in their school and/or community.
- 5 Project Unify** - awarded to a senior from each school with the Unified program who demonstrates a commitment to pursuing a career in teaching or working with individuals with disabilities. A class ring is awarded to a Unified participant from each school as recognition of their achievement.
- 6 Rosella and Hugo Sickinger Memorial** - awarded to female students who demonstrate character, citizenship, poise and respect for contemporaries at all levels, as well as demonstrate intense motivation to perform academically.

TEACHER GRANTS

Annual grants fund innovative projects that demonstrate the potential to significantly improve student achievement. A committee of community leaders evaluate and select the winning grants with a priority going to innovative projects that can be replicated in other classrooms. Funding from the Peoria Arts and Cultural Festival supports arts education opportunities that would not otherwise be available for students.

PRESENTING SPONSOR

\$7,500

Prominent logo positioning with event

“Presented by (your organization name)” on the following:

- Event flyer and posters (37,000)
- City of Peoria website
- Peoria Unified website
- Peoria Explore Peoria brochure
- Volunteer t-shirt
- Peoria Unified website
- Foundation website

Company name tagged as event sponsor on the following social media accounts:

- @PeoriaUnified11 Twitter (5,000 followers)
- @PeoriaArtsEd Twitter (435 followers)
- @PeoriaAZ Twitter (9,321 followers)
- CityofPeoriaAz Facebook page (18,465 followers)
- PeoriaAzArts Facebook page (1,897 followers)
- Peoria Unified Facebook page (11,800)
- Foundation Facebook page (383 followers)

- City of Peoria Instagram (7,000 followers)
- Peoria Arts and Events Instagram (1,300 followers)
- City of Peoria NextDoor account (66,447 followers)

Inclusion in the following:

- Peoria Unified news releases
- City of Peoria email blast (828)
- Peoria Unified email blast (39,800)

Additional Benefits:

- 4 - Banner(s) displayed at the event (company provides)
- 4 - Signage outside event area
- 1 - Half page ad in event program
- 1 - Premier display space at the event
- 1 - Ability to conduct on-site promotions
- 1 - Recognition at Grants & Scholarship Event
- 1 - Ad on Peoria Unified's podcast, Trending Peoria
- 1 - Interview opportunity for a company representative to be shared on social media

EVENT SPONSOR

\$5,000

Logo inclusion on the following:

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Inclusion in the following:

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- City of Peoria email blast (828)
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Additional Benefits:

- 2 - Banner(s) displayed at the event (company provides)
- 2 - Signage outside event area
- 1 - Quarter page ad in event program

KIDZONE SPONSOR

\$2,500

Filled with multiple inflatables for kids of all ages, face painting and other activities for children. A prime spot for foot traffic.

Logo inclusion on the following:

- Event flyer and posters (37,000)
- City of Peoria website
- Peoria Unified website
- Peoria Explore Peoria brochure
- Volunteer t-shirt
- Peoria Unified website
- Foundation website

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Inclusion in the following:

- Peoria Unified news releases
- City of Peoria email blast (828)
- Peoria Unified email blast (39,800)

Additional Benefits:

- 1 - Banner displayed at the event (company provides)
- 1 - Signage outside event area
- 1 - Eighth page ad in event program

EXPERIENCE TENT SPONSOR

\$750

Located inside the Peoria Community Center and the perfect spot for kids and adults to express themselves artistically through make-it and take-it crafts, visual and performing arts and engagement activities. Families can test their creative skills at a wide variety of art stations and bring their works of art home to put on display.

Logo inclusion on the following:

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- Peoria Explore Peoria brochure
- Volunteer t-shirt
- Peoria Unified website
- Foundation website

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Additional Benefits:

- 1 - Company banner displayed at the event
- 1 - Signage outside event area

TABLE SPONSOR

\$500

Promote your local business by signing up for a 10 x 10-foot space in a premier location at the event (tent, table and chairs are not included.) Table sponsors can expect to see foot traffic from approximately 14,000 community members attending the event and are invited to distribute promotional materials, but cannot sell products or services on site.

Table sponsors receive the following:

- A premier 10 x 10 foot space
- Ability to conduct on-site promotions
- Ability to hand out information about company/organization

The display space locations will be labeled accordingly on the event for all table vendors.

On-site sales are prohibited as the Peoria Arts & Cultural Festival is a fundraiser for the Peoria Education Foundation. Table vendors should anticipate between 12,000 - 16,000 people in attendance.

Table vendors may be featured on the Peoria Unified School District, City of Peoria and/or Peoria Education Foundation social media accounts and/or website.

Note:

- Space does not include tent, table or chairs
- Space does not include supplies of any kind
- NO onsite sales are permitted
- Vendors are expected to have their display space up and running from 8 a.m. to 4 p.m. (entire event time)
- Vendors that break down their display early may not be approved to return for a future event.

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Don't see a sponsorship opportunity that would benefit your business or organization?

We truly appreciate your support, so if you would like to combine sponsorship benefits or need a more customized sponsorship package, we can work with you to put together a proposal.

Contact the Peoria Education Foundation to discuss sponsorship options at peoriaedfoundation@gmail.com or call 623-486-6100.

2023 SPONSOR FORM

Support the Peoria Education Foundation
while also benefiting your business/organization.
Fill out this form to sponsor th
Peoria Arts & Cultural Festival on Saturday, March 4, 2023.



SPONSORSHIP TYPE

- Presenting Sponsor, \$7,500
 Event Sponsor, \$5,000
 Kidzone, \$2,500
 Art Activity Tent, \$750
 Table Sponsor Only, \$500
 Other, \$ _____

SPONSOR INFORMATION

CONTACT NAME		BUSINESS/ORGANIZATION		PEORIA TAX ID #	
STREET ADDRESS			CITY	STATE	ZIP CODE
PHONE	EMAIL		TWITTER HANDLE (IF APPLICABLE)		

PAYMENT INFORMATION

PAYMENT MUST BE RECEIVED BY MARCH 1, 2023

Method of Payment:
 Credit Card (fill out below)
 Check (fill out below)
 Invoice us at the address above

CARD TYPE <input type="checkbox"/> MasterCard <input type="checkbox"/> Visa	CARD #	EXP DATE	CVV	ZIP CODE FOR CARD
NAME (AS IT APPEARS ON THE CARD)		SIGNATURE		
CHECK NUMBER	AMOUNT OF CHECK	Make checks payable to Peoria Education Foundation. \$35 fee for returned checks.		

PLEASE READ CAREFULLY

- INSURANCE:** Novelty (non-handcrafted) Vendors must carry liability insurance of at least \$1,000,000 general and \$2,000,000 aggregate and issue a CERTIFICATE OF INSURANCE naming the City of Peoria and Peoria Education Foundation as additionally insured.
- ENFORCEMENT AND PERMITS:** Decisions made by the Peoria Education Foundation are final. Vendor will comply with all laws and regulations. Vendor is responsible for obtaining necessary permits and licenses to operate and/or sell at this event(s). All permits, licenses and forms must be on display at the vendor's booth space.
- LIABILITY:** Vendor covenants that it will protect, hold harmless & indemnify the Event, the City of Peoria, the Peoria Education foundation, and the Peoria Unified School District.
- REFUNDS:** There will be no refunds issued.
- COMPLETED APPLICATIONS:** A complete application and all fees including rentals must be received two weeks prior to the event date. Applications received after the deadline will be subjected to a \$10 dollar late fee and accepted based on availability. Applications are considered complete when all permits, payments, and necessary documents are received by Peoria Education Foundation and/or City of Peoria (8401 West Monroe Street, Peoria, AZ 85345). Vendors may not set up until the above conditions are met. If you are not accepted as a vendor, your application will not be processed and payment will be returned to you.
- Placement of your display source is not guaranteed as it at the discretion of the festival staff.**
- ITEMS PROHIBITED FOR SALE:** Drugs or drug paraphernalia, alcohol or alcohol related products, obscene literature/merchandise, explosives, laser lights or related products, stickers of any kind, gum, silly string or the like, weaponry of any kind, or any merchandise deemed objectionable by the Peoria Education Foundation.

RELEASE

I have read and agree to the terms and conditions stated within this application. I understand that I am only to display my own product(s) and it is to stay within the confines of my own booth space unless other arrangements have been made with the event coordinator. This application does not guarantee acceptance into this event. By my signing of this application, I am agreeing to abide by all guidelines set forth by City of Peoria, both written and oral and understand that failure to do so may result in my ejection from this event(s) and that all decisions are final.

Signature

Date

Return completed form to: Peoria Arts & Cultural Festival Coordinator
Peoria Education Foundation | PO Box 5544 | Peoria AZ 85385

For more information, call 623-486-6100 or email peoriaedfoundation@gmail.com

