

# SPONSORSHIP OPPORTUNITIES

## Avondale

### BECOME A SPONSOR

The City of Avondale seeks to provide a valuable return to our sponsors in terms of exposure and advertising, while finding new funding sources to build upon programs and services to our community. Companies and organizations look to the City of Avondale to receive measurable benefits as a direct result of their participation.

There are many opportunities for businesses to support the vision and work of the City of Avondale. Sponsorships provide companies and organizations an opportunity to achieve a high degree of visibility within the local community, through customized programs that fit specific marketing and sales goals. Partner with us on a special event! Adopt a tree, park bench or a soccer field! Purchase a piece of public art!

Our sponsorship program can provide positive exposure for business products and services.

### ABOUT AVONDALE

Avondale is a modern city, near the heart of the Phoenix-metropolitan area. The current population is more than 70,000, and is expected to reach 123,000 by the year 2020. The anticipated build-out population is estimated to be 170,000 residents. That rapid growth makes Avondale one of the fastest-growing communities in the valley, and the nation.

### SNAPSHOT

Incorporated December 13, 1946

- ▶ Size: 54 square miles
- ▶ Estimated 2008 Population: 78,000
- ▶ Median Age: 29.86
- ▶ Projected 2020 population: 123,000
- ▶ Average home value: \$225,000
- ▶ Average annual household income: \$72,000
- ▶ City Budget - FY 2008-2009: \$283 million



Youth Sports Programs



Public Art



Cultural Events



Community Outreach

# SPONSORSHIP PACKAGES RANGE FROM \$500 TO \$15,000

(suggested value & benefits)

## CORPORATE/PREMIUM SPONSOR \$10,000

- ▶ Recognition as Title sponsor of the event/program or initiative
- ▶ Opportunity for your company to customize or add a interactive element at program/event
- ▶ One page advertisement space reserved in RAVE magazine
- ▶ Included in online E-news stories to all opt-in subscribers
- ▶ Company logo on all local print media advertisements
- ▶ Company logo on all print marketing collateral
- ▶ Included in initiative/event press releases
- ▶ Public acknowledgement at event/program
- ▶ Company supplied banner for signage displayed at event/program
- ▶ 10x10 booth space or display opportunity

## DIAMOND SPONSOR \$8,000

- ▶ Opportunity for your company to customize or add a interactive element at program/event
- ▶ One page advertisement space reserved in RAVE magazine
- ▶ Included in online E-news stories to all opt in subscribers
- ▶ Company logo on all local print media advertisements
- ▶ Company logo on all print marketing collateral
- ▶ Included in initiative/event press releases
- ▶ Public acknowledgement at event/program
- ▶ Company supplied banner for signage displayed at event/program
- ▶ 10x10 booth space or display opportunity

## PLATINUM SPONSOR \$5,000

- ▶ Company logo on all local print media advertisements
- ▶ Company logo on all print marketing collateral
- ▶ Included in initiative/event press releases
- ▶ Public acknowledgement at event/program
- ▶ Company supplied banner for signage displayed at event/program
- ▶ 10x10 booth space or display opportunity

## GOLD SPONSOR \$2,500

- ▶ Public acknowledgement at event/program
- ▶ Company supplied banner for signage displayed at event/program
- ▶ 10x10 booth space or display opportunity

## SILVER SPONSOR \$1,000

- ▶ Opportunity for company materials to be distributed to program participants
- ▶ 10x10 booth space or display opportunity

## BRONZE SPONSOR \$500

- ▶ 10x10 booth space or display opportunity

## COMMUNITY SPONSOR <\$500

- ▶ acknowledgement as defined by program



Pet Safety



Fire Safety

SPONSORSHIP OPPORTUNITIES  
*Avondale*

Community Relations Department  
Phone: (623) 333-1600  
Fax: (623) 333-0120  
Email: [emailpublicinformation@avondale.org](mailto:emailpublicinformation@avondale.org)  
[www.avondale.org/sponsorship](http://www.avondale.org/sponsorship)

## SPONSORSHIP OPPORTUNITIES

(Not limited to those listed - visit [www.avondale.org/sponsorship](http://www.avondale.org/sponsorship) for program details, updates, and new opportunities)

### SPECIAL EVENTS

- ▶ Memorial Day Reflection Service
- ▶ Veteran's Day Ceremony
- ▶ Outdoor Concert Series
- ▶ Billy Moore Heritage Days 2010
- ▶ Avondale Holidays Events
- ▶ Independence Day Event
- ▶ World Culture Festivals
- ▶ Resident Appreciation Night

### COMMUNITY PROGRAMS

- ▶ Health Screenings/Resource Fair
- ▶ Community Cleanups
- ▶ Fire-Rescue Community Education & Safety Campaigns
- ▶ Public Art
- ▶ Parks Amenity Adoption Programs
- ▶ Domestic Violence Awareness Month
- ▶ Crime Free Multi-Housing (CFMH) Initiatives
- ▶ Neighborhood Crime Prevention Events
- ▶ Partners-4-Pets – Spay & Neuter, Vaccination Clinics
- ▶ Volunteers in Police Services (VIPS)
- ▶ VIN Etch Events
- ▶ Community Shred-a-Thon
- ▶ Community Outreach Video programs for Avondale Channel 11
- ▶ Christmas Angel
- ▶ Recycling Education
- ▶ Avondale Blvd Street Banners
- ▶ Toy/Food Drives
- ▶ Shop Avondale Promotions
- ▶ Water Conservation Outreach Education
- ▶ Water Conservation Poster/Calendar Contest

### YOUTH OUTREACH PROGRAMS

- ▶ Youth Sports
- ▶ Summer Camp Scholarships
- ▶ Shop with a Cop
- ▶ Voice of Youth Teen Summit
- ▶ Project REAL- Afterschool Youth Development Program
- ▶ Global Youth Service Day
- ▶ "Build A City" Program in schools
- ▶ Bike Rodeos/Bike Safety