

CITY OF PHOENIX
PARKS AND RECREATION DEPARTMENT

THE FABULOUS PHOENIX FOURTH



SPONSORSHIP OPPORTUNITIES 2025
FRIDAY, JULY 4, 2025

THANK YOU
2024
SPONSORS



2025

THE FABULOUS PHOENIX FOURTH★



FAB PHX 4TH

The City of Phoenix Parks and Recreation Department has the honor and privilege of producing family events that enhance our quality of life and bring vitality to our community. This year, the award-winning Fabulous Phoenix 4th will bring the community together to celebrate America's independence with a good old-fashioned evening of food and family fun thanks to our sponsors who help make it all possible.

The City's long history of success attracts up to 80,000 participants each year to this FREE public event!

2025

GOLD SPONSORSHIP

\$50,000



FAB PHX 4TH

Gold Sponsor will be highlighted as the presenting sponsor for this event. This will cover the costs of the light/firework show and contribute to the enjoyment of the festivities for all those in attendance, because of this support this sponsor will be recognized from during the pre-event planning, during the event and post event marketing. This is a new opportunity we are offering to generous contributors who are interested.

RED SPONSORSHIP

\$10,000



FAB PHX 4TH

Red Sponsor has the option to choose what zone of the event they would like to sponsor out of the options below. This allows for streamlined connection with zone coordinator and sponsor contact during planning, marketing, and purchasing amenities for zone! You may pick more than one and estimated costs of each are included. Zone titles listed below:

- Phoenix Afterschool Center (PAC) Land or Kids Zone
- Veterans Village
- Classic Car Exhibit
- Teen Zone
- VIP Zone

BLUE SPONSOR

\$5,000



FAB PHX 4TH

Blue sponsor has the option to choose what amenity of the event they would like to sponsor out of the options below. This allows for streamlined connection with logistics coordinator and sponsor contact during planning, marketing, and purchasing amenities! You may pick more than one and estimated costs of each are included. Zone/event amenities listed below:

- Water Stations/Cooling stations
- Sensory (Quiet) Zone
- Otter pops for PAC Land

SILVER SPONSOR

\$1,000



FAB PHX 4TH

White sponsor has the opportunity to support the details that make the event successful. This sponsor will support the costs of event rental equipment, such as, signage, screens, radios, fencing, golf carts, generators, swag, etc.

SPONSOR BENEFITS

| SPONSORSHIP BENEFITS | GOLD \$50,000 | RED \$10,000 | BLUE \$5,000 | WHITE \$1,000 |
|--|-----------------------------------|----------------------------------|----------------------------------|--------------------------------|
| PRE-EVENT RECOGNITION | | | | |
| Social Media Promotion (Facebook, Instagram) | X | | | |
| Email Blast | X | X | | |
| Event Flyer | X | X | X | |
| Press Release | X | X | X | X |
| Website Presence | X | X | X | X |
| ON-SITE RECOGNITION | | | | |
| Logo on Event Sponsor Banners/ Stage screens | X | X | X | X |
| Logo on Event Tee-Shirt | X | X | | |
| 2-Premium Exhibit Spaces | X | X | | |
| 1-Premium Exhibit Space | X | | X | |
| VIP Passes & Parking | 10 VIP PASSES 2 PARKING PASSES | 5 VIP PASSES 4 PARKING PASSES | 5 VIP PASSES 3 PARKING PASSES | 2 VIP PASSES 1 PARKING PASS |
| POST-EVENT RECOGNITION | | | | |
| Thank you E-mail Blast | X | X | X | |
| City of Phoenix Internal Newsletter | X | X | | |
| 2025 Sponsorship Packet | X | X | X | X |
| Social Media Thank You Post | X | X | | |

Sponsorships could be custom upon discussion with event sponsorships liaison, Paulina Bustamante. Please email to paulina.bustamante@phoenix.gov.

SPONSOR COMMITMENT FORM

Sponsorships:

- ☐ GOLD \$50,000
- ☐ RED \$10,000
- ☐ BLUE \$5,000
- ☐ WHITE \$1,000

Supporting donation of: \$

Contact Name:

Business Name:

Address:

City:

State:

Zip:

Phone:

Email:

Method of Payment:

- ☐ Please send me an invoice
- ☐ Enclosed is a full payment in the form of a check in the amount of:
- ☐ Please provide me with an electronic method of payment

*(Checks are to be made payable to **Phoenix Parks Foundation**)*

This form and payment can be mailed to:

City of Phoenix Parks and Recreation Department
Fabulous Phoenix 4th
2700 N. 15th Ave.
Phoenix, AZ 85007



City of Phoenix
PARKS AND RECREATION DEPARTMENT

Building healthy communities through parks, programs, and people

Thank you for your consideration! Responses are needed by Monday, May 26, 2025.

If you have any questions, please reach out to Paulina Bustamante at paulina.bustamante@phoenix.gov and Tammy Parker at tammy.parker@phoenix.gov