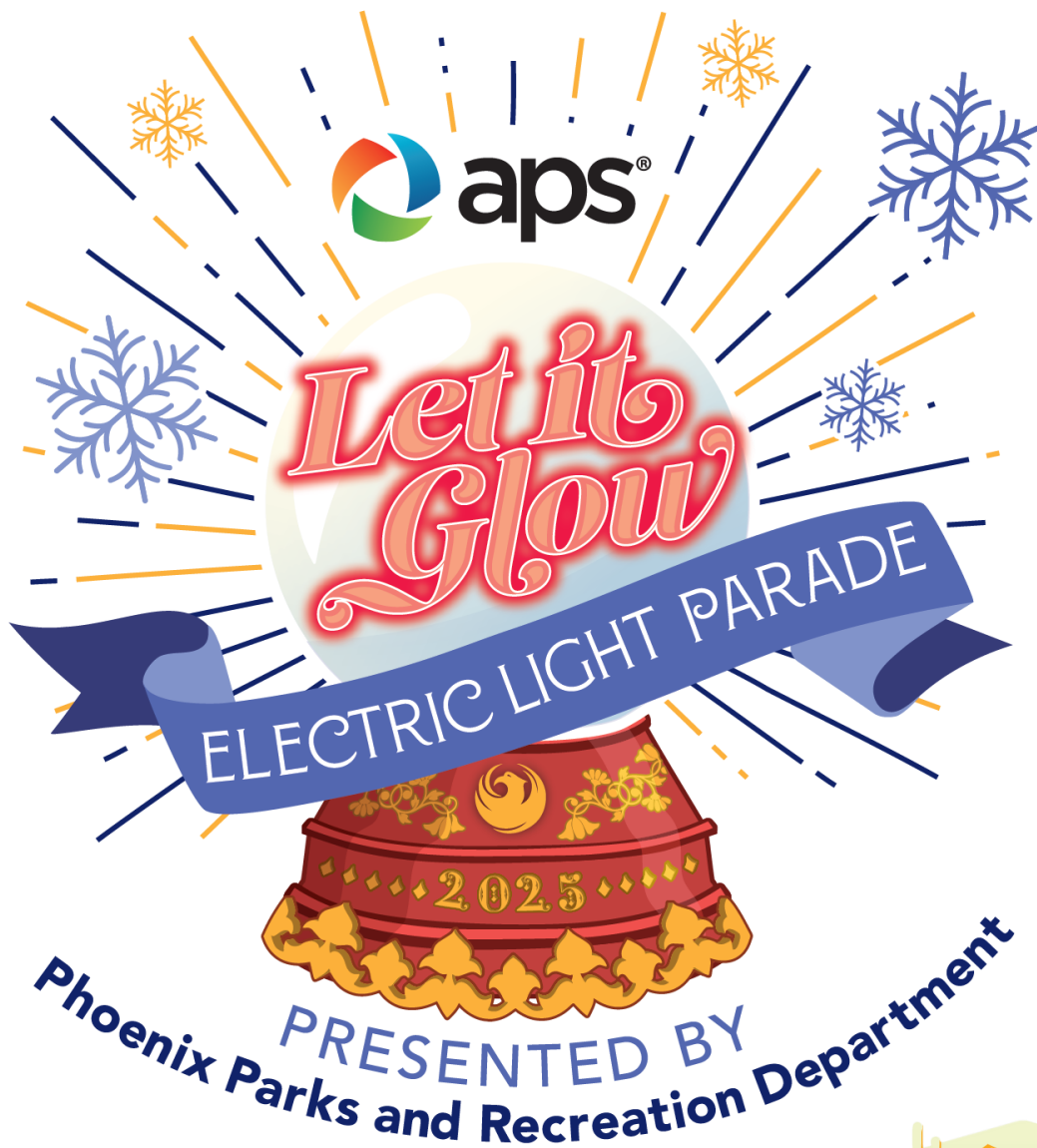


2025 APS Electric Light Parade

SPONSORSHIP OPPORTUNITIES



Dear Potential Sponsor,

Thank you for your interest in the award-winning **APS Electric Light Parade**. On behalf of the City of Phoenix Parks and Recreation Department and Arizona Public Service (APS) I would love the opportunity to work with you to join our community focused team as a parade partner.

For almost four decades, the APS Electric Light Parade has become a night where families, organizations, and businesses from across the city unite to create a wonderful, holiday themed, admission free, beloved holiday tradition enjoyed by hundreds of thousands of families along the parade route. The parade kicks off the holiday season for Phoenix and is the single largest FREE one-day family event in the state, setting and breaking attendance records each year. This opportunity allows sponsors to create an authentic connection face to face at the parade which drives brand awareness and fosters deep emotional connections at a time consumers expect brands to stand for something beyond their products and services. This opportunity allows partners to reach even more people through multiple television broadcasts and several social media and digital platforms. Altogether, this connection garners over a million cumulative views. Make this opportunity one that begins a new tradition for your company, creates a legacy for your brand, increases your community exposure, and demonstrates your company's commitment to community involvement, authenticity, purpose and desire for meaningful engagement by participating as a sponsor.

This year, the parade will take place on Saturday, December 6, beginning at 7 p.m. and the theme is **LET IT GLOW**. If you would like to become an important supporter of this community celebration, please review the sponsorship options on the following pages which offer different levels of visibility and benefits. Make the commitment today by contacting me to discuss this opportunity further.

Thank you in advance for considering this sponsorship opportunity and I look forward to partnering with you.

Regards,

Bob Berlin

Bob Berlin

Event Coordinator, City of Phoenix Parks and Recreation Department

Phone: 602-262-1678

Email: bob.berlin@phoenix.gov OR elp@phoenix.gov

Web Site: phoenix.gov/ELP

PLATINUM LEVEL SPONSORSHIP (\$8000)

As a Platinum Level sponsor, you will receive the following benefits:

1. Showcase your community support to over a million community members celebrating the beginning of the holiday season on-site at the event, through television broadcasts and social media.
2. Your company listed as a sponsor on press releases generated by the City of Phoenix.
3. Your company logo (hyperlinked to your website) on the event website (Phoenix.gov/ELP) recognizing your support in making the parade possible.
4. Your company recognized as a Platinum Level sponsor in the broadcast commentary.
5. Brand inclusion as part of the multiple social media communication mediums utilized for promotion of the event (see social media section of this document).
6. A Platinum Level entry position in the parade for a float and/or walking group.
7. Your logo and/or promotional video displayed on a video screen that will travel down the parade route where it will be seen by as many as 400,000 attendees.
8. Twenty sponsor area viewing access passes with VIP parking.
9. Your logo on the sponsor end panel on the ABC15 broadcasts of the parade.
10. Ten event shirts.
11. Your company name recognized as a Platinum sponsor on the Parks and Recreation Department vehicle that leads the start of the parade.
12. On-site signage (1 banner provided by your company) displayed in a high traffic area at the parade route (sponsor viewing area).



GOLD LEVEL SPONSORSHIP (\$4000)

As a Gold Level sponsor, you will receive the following benefits:

1. Showcase your community support to over a million community members celebrating the beginning of the holiday season on-site at the event, though television broadcasts and social media.
2. Your company listed as a sponsor on press releases generated by the City of Phoenix.
3. Your company logo (hyperlinked to your website) on the event website (Phoenix.gov/ELP) recognizing your support in making the parade possible.
4. Your company recognized as a Gold Level sponsor in the broadcast commentary.
5. Brand inclusion as part of the multiple social media communication mediums utilized for promotion of the event (see social media section of this document).
6. A Gold Level entry position in the parade line-up.
7. Your logo and/or promotional video displayed on a video screen that will travel down the parade route where it will be seen by as many as 400,000 attendees.
8. Ten sponsor area viewing access passes with VIP parking passes.



ADDITIONAL OPPORTUNITIES

Additional opportunities are available and can be customized to meet your needs. We will happily explore how we can customize a package that aligns with your marketing objectives.

- Entry award sponsorship and promotion related to the judging and awards.
- Additional media opportunities are available with ABC15.

JOIN US ON SOCIAL MEDIA

FOLLOW. LIKE. SHARE.

Through social media channels such as Instagram, Facebook, and X, we have the power to share this great parade with a much broader audience. The City of Phoenix Parks and Recreation Department will take a proactive approach in posting and sharing parade content leading up to, and throughout the event. We'd love for you to engage your friends, family, business partners, and customers through the use of social media. Please join the Phoenix Parks and Recreation Department in promoting and showcasing the annual APS Electric Light Parade and your business as an amazing partner for the event. Please take a moment to Follow and Like our current social media accounts:



- Instagram: <https://www.instagram.com/phxparks> (@phxparks)
- Facebook: <https://www.facebook.com/phoenixparks/> (facebook.com/phoenixparks)
- X: <https://x.com/PhoenixParks> (@PhoenixParks)
- YouTube: <https://www.youtube.com/cityofphoenixaz>

Please share posts with one another using the hashtag: **#PHXLightParade**



Impact

- ! Parade web page: over 60,000 visits
- ! Parade attendees: up to 400,000
- ! Parade reach: over 6,000,000 impressions- broadcasts, social media, emails, banners, ads, etc.

Become a part of the APS Electric Light Parade today!