



Community-wide Special Events



SPONSORSHIP BENEFITS GUIDE



City of Buckeye SPONSORSHIP OPPORTUNITIES

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For more information about sponsorship opportunities, contact
Kim Anderson, Recreation Coordinator
623-349-6331 | kanderson@buckeyeaz.gov



We have more sponsorship opportunities available for other programs and special events like Teen Programs and Summer Recreation. Contact us for more information.

CONNECTING THE COMMUNITY

Check out more events that the city of Buckeye hosts to connect the community! These events are held at various locations throughout the Buckeye area to engage the connecting neighborhoods, parks and citizens of Buckeye.

Movie in the Park: September 23 | October 13 & 14, 2023

Join the city of Buckeye for a night under the stars to watch a hit movie on the lawn. Bring lawn chairs and blankets. Food will be available for purchase. Estimated attendance for the series is approximately 1,000.

Salute to Service: November 4, 2023

A new event featuring a salute to service members with a concert, car show, BBQ Cook Off, Fishing Derby and victory lap around the park.

Concert in the Park: December 16, 2023

March 15 & 30 | April 6 & 20 | May 3 & 18, 2024

Listen to great live music while relaxing with friends in the park. Bring a lawn chair and blankets. Food will be available for purchase. Estimated attendance for the series is approximately 1,000.

Memorial Day: May 27, 2024

A ceremony honoring the men and women of our military service who gave the ultimate sacrifice.

Presenting Sponsor - \$2,000

- On-Site Booth Opportunity - Prominent Location
- Live Public Acknowledgment
- Event Signage Opportunity
- Display Company Banner (company provides banner)
- Logo Placement on Event Promotional Material (time sensitive)
- Logo Recognition on Social Media Channels
- Recognition in Parks & Recreation Newsletter

Community Sponsor - \$750

- On-Site Booth Opportunity
- Live Public Acknowledgment





HALLOWEEN CARNIVAL

HALLOWEEN CARNIVAL DOWNTOWN BUCKEYE (6th St. Plaza & Monroe Ave.)

The Halloween Carnival is a traditional event that dates back 80 years in the Buckeye Community. It is one of Buckeye's premier events that includes traditional carnival-style games, food vendors on-site and activities from local non-profit groups. It's old-fashioned, family-fun with something for everyone!

Date: Saturday, October 28, 2023

Time: 5:00 p.m. - 9:00 p.m.

Estimated Attendance: 9,000

Carnival Sponsor - Presenting Sponsor - \$5,000

- On-Site Booth Opportunity - Prominent Location
- Live Public Acknowledgment
- Event Signage Opportunity
- Display Company Banner (company provides banner)
- Logo Placement on Event Promotional Material (time sensitive)
- Logo Recognition on Social Media Channels and Event Website
- Recognition in Parks & Recreation Newsletter
- Ad Opportunity for Sponsor in Eye on Buckeye Magazine - half page
- Recognition on Event Web Page with Company Link

Hometown Sponsor - \$3,000

- On-Site Booth Opportunity
- Live Public Acknowledgment
- Event Signage Opportunity
- Display Company Banner (company provides banner)
- Logo Recognition on Social Media Channels
- Ad Opportunity for Sponsor in Eye on Buckeye Magazine - quarter page
- Recognition on Event Web Page with Company Link

Community Sponsor - \$1,000

- On-Site Booth Opportunity
- Live Public Acknowledgment
- Event Signage Opportunity
- Display Company Banner (company provides banner)

BUCKEYE HOLIDAY EVENTS

Join us for the holidays in Buckeye with a variety of activities from a home decorating contest, light parade, walkthrough experience, and holiday craft fair.

HOLIDAY LIGHTS CONTEST

Date: November 3 - December 20, 2023

SUNDANCE PARK WALKTHROUGH EXPERIENCE

Date: November 25, 2023 - January 7, 2024

Time: Sunset - 10:00 p.m.

COTTON FEST

Date: December 2, 2023

Time: 9:00 a.m. - 2:00 p.m.

Location: Downtown Buckeye

GLOW ON MONROE PARADE

Date: December 9, 2023

Time: 6:00 - 8:30 p.m.

Location: Downtown Buckeye

Presenting Sponsor - \$5,000

- On-Site Booth Opportunity - Prominent Location
- Live Public Acknowledgment
- Event Signage Opportunity
- Display Company Banner (company provides banner)
- Logo Placement on Event Promotional Material (time sensitive)
- Logo Recognition on Social Media Channels and Event Website
- Recognition in Parks & Recreation Newsletter
- Ad Opportunity for Sponsor in Eye on Buckeye Magazine - half page
- Sponsor a photo pod at the NEW Sundance Park Phase II Walkthrough Experience

Hometown Sponsor - \$3,000

- On-Site Booth Opportunity
- Live Public Acknowledgment
- Event Signage Opportunity
- Display Company Banner (company provides banner)
- Logo Recognition on Social Media Channels
- Ad Opportunity for Sponsor in Eye on Buckeye Magazine - quarter page
- Recognition on Event Web Page with Company Link

Community Sponsor - \$1,000

- On-Site Booth Opportunity
- Live Public Acknowledgment
- Event Signage Opportunity
- Display Company Banner (company provides banner)



RACE TO THE RUNWAY MARATHON

BUCKEYE MUNICIPAL AIRPORT (3000 S. Palo Verde Rd.)

Join us for the 10th Annual Buckeye Marathon, Half, 10K, 5K and one mile fun run. Known for its downhill and fast course (marathoners will drop over 530 feet in elevation from the start to finish), the marathon route starts in the community of Sun City Festival before making its way around the beautiful White Tank Mountains and ending at the runway of the Buckeye Municipal Airport. Half Marathon, 10K and 5K runners will start and finish at the airport, with views of the White Tank Mountains on the outgoing section of the out-and-back courses. The Buckeye Marathon is also a Boston Marathon qualifier!

Date: Saturday, January 6, 2024

Time: 8:00 a.m. – 2:00 p.m.

Estimated Attendance: 5,000

Presenting Sponsor - \$10,000

- Logo Placement on Event Promotional Material (time sensitive)
- Display Ad in one Eye on Buckeye Magazine – full page
- Company Logo on all Bibs
- Company Signage Promotion along Race Route
- Display Company Banner & Signage Opportunity at Finish Line (company provides banner)
- Company Logo on all Runner & Volunteer Shirts (time sensitive)
- Recognition on Event Web Page with Company Link
- Sponsorship Recognition in Parks & Recreation Newsletter
- Company Logo and Sponsor Recognition in Event Social Media Posts
- On-Site Booth Opportunity - prominent location

- Live Public Acknowledgment during Event/Award Ceremony - four 30-second Commercial Announcements
- Opportunity to include Company's Marketing Materials in Runner's Packet
- Entry for Ten Race Participants – any distance

Platinum - \$8,000

- Logo Placement on Event Promotional Material (time sensitive)
- Display Ad in one Eye on Buckeye Magazine – half page
- Opportunity to Sponsor One-Mile Run
- Company Signage Promotion along Race Route
- Display Company Banner (company provides banner)
- Company Logo on all Volunteer Shirts (time sensitive)
- Recognition on Event Web Page with Company Link

- Sponsorship Recognition in Parks & Recreation Newsletter
- Company Logo and Sponsor Recognition in Event Social Media Posts
- Live Public Acknowledgment during Event/ Award Ceremony - three 30-second commercial announcements
- On-Site Booth at Event
- Opportunity to include Company's Marketing Material in Runner's Packet
- Entry for Eight Race Participants – any distance

Gold - \$6,000

- Logo Placement on Event Promotional Materials (time sensitive)
- Display Ad in Eye on Buckeye Magazine – quarter page
- Company Signage Promotion along Race Route
- Display Company Banner (company provides banner)
- Company Logo on all Volunteer Shirts (time sensitive)
- Recognition on Event Web Page with Company Link
- Sponsorship Recognition in Parks & Recreation Newsletter
- Company Logo and Sponsor Recognition in Event Social Media Posts
- Live Public Acknowledgment during Event/ Award Ceremony - one 30-second commercial announcement
- On-Site Booth at Event
- Opportunity to include Company's Marketing Materials in Runner's Packet
- Entry for Six Race Participants – any distance

Silver - \$3,000

- Logo Placement on Event Promotional Materials (time sensitive)
- Display Ad in Eye on Buckeye Magazine – quarter page
- Company Signage Promotion along Race Route
- Display Company Banner (company provides banner)
- Recognition on Event Web Page with Company Link
- Company Logo and Sponsor Recognition in Event Social Media Posts
- Live Public Acknowledgment during Event
- Sponsorship Recognition in Parks & Recreation Newsletter
- On-Site Booth at Event
- Opportunity to include Company's Marketing Materials in Runner's Packet
- Entry for Four Race Participants – any distance

Bronze - \$1,000

- Company Signage Promotion along Race Route
- Recognition on Event Web Page with Company Link
- On-Site Booth at Event
- Sponsorship Recognition in Parks & Recreation Newsletter
- Opportunity to include Company's Marketing Materials in Runner's Packet
- Entry for One 5K Participant
- Host of Water Station along Race Route



AIR FAIR

BUCKEYE MUNICIPAL AIRPORT (3000 S. Palo Verde Rd.)

Join us for a weekend of fun for the entire family featuring an Air Show, vintage and military aircraft, action-packed demonstrations, AZ SciTech exhibitions and so much more!

Date: Friday - Sunday, February 16 - 18, 2024

Time: 9:00 a.m. – 4:00 p.m.

Estimated Attendance: 36,000 & growing

Top Gun - Presenting Sponsor - \$50,000

- Invitation to the V.I.P. Reception - Main Sponsor with Event Partners & City Leadership (Friday night)
 - Up to 100 Tickets
- Airplane Ride with a Performer and Specialty Aircraft
- Interstate Ten Electronic Billboard Advertising as Presenting Sponsor
- Company Logo on Event Shirts
- Radio - Four Traffic Advertisements Highlighting Sponsor
- Video Opportunity - Promotes Sponsor as Air Fair Partner on Social Media (company provides 30-second video)
- Company Private V.I.P. Meet & Greet Tent, up to 300 People – Saturday & Sunday (company banner displayed on tent), and V.I.P. Parking
- Presenting Sponsor Banner on Main Stage
- Company Signage Located throughout the Event
- Live Public Acknowledgment during Event
- Display Ad in one Eye on Buckeye Magazine - full page

- Logo Placement on Event Promotional Materials (time sensitive)
- Logo on Display Advertising (2)
- On-Site Booth at Event-Prominent Location
- Recognition on Event Web Page with Company Link
- Speaking Opportunity on Main Stage - up to four each day
- Pre-Event Social Media Posts & News Release

Lightning - \$25,000

- Invitation to V.I.P. Reception (Friday night)
 - Up to 25 Tickets
- Event Signage/Banner Opportunity at the Buckeye Airport Displayed & Main Stage (company provides banner)
- On-Site Booth - prominent location
- Company Logo on Event Shirts
- Radio - Two Traffic Advertisements Highlighting Sponsor
- Logo Placement on Event Promotional Materials (time sensitive)
- Recognition on Event Web Page with Company Link
- Speaking Opportunity on Main Stage - up to Two Each Day



- Pre-Event Social Media Posts & News Release
- Video Opportunity - Promotes Sponsor as Air Fair Partner on Social Media (company provides 30-second video)
- Company Private V.I.P. Meet & Greet Tent, up to 200 People – Saturday & Sunday (company banner displayed on tent), and V.I.P. Parking
- Display Ad in One Eye on Buckeye Magazine - full page
- Live Public Acknowledgment during Event

Bomber - \$15,000

- Invitation to V.I.P. Reception (Friday night)
 - Up to 12 Tickets
- Event Signage/Banner Opportunity at the Buckeye Airport Displayed (company provides banner)
- On-Site Booth at Event
- Logo Placement on Event Promotional Materials (time sensitive)
- Recognition on Event Web Page with Company Link
- Pre-Event Social Media Post & News Release
- Company Private V.I.P. Meet & Greet Tent, up to 100 People – Saturday & Sunday (company banner displayed on tent), and V.I.P. Parking
- Display Ad in One Eye on Buckeye Magazine – half page
- Live Public Acknowledgment during Event

Flight Deck - \$10,000

- Invitation to V.I.P. Reception (Friday night)
 - Up to 8 Tickets
- Event Signage/Banner Opportunity at the Buckeye Airport Displayed (company provides banner)
- On-Site Booth at Event
- Logo Placement on Event Promotional Materials (time sensitive)



- Recognition on Event Web Page with Company Link
- Pre-Event Social Media Post & News Release
- V.I.P. Parking (15 passes)
- Display Ad in Eye on Buckeye Magazine – half page
- Live Public Acknowledgment during Event

High Wing - \$5,000

- Invitation to V.I.P. Reception (Friday night)
 - Up to 4 Tickets
- Event Signage/Banner Opportunity at the Buckeye Airport Displayed (company provides banner)
- On-Site Booth at Event
- Logo Placement on Event Promotional Materials (time sensitive)
- Recognition on Event Web Page with Company Link
- Display Ad in One Eye on Buckeye Magazine – half page
- V.I.P. Parking (10 passes)
- Live Public Acknowledgment during Event

Pilot - \$2,500

- Invitation to V.I.P. Reception (Friday night)
 - Up to 2 Tickets
- On-site booth at event
- Logo placement on event promotional materials
- Live Public Acknowledgment during event
- Recognition on event web page with company link
- VIP Parking (6 passes)

All sponsorships include Friday night V.I.P. Reception

- Evening Air Show
- Catered Hors d'Oeuvres (no host bar)
- Live Entertainment



BUCKEYE DAYS

The celebration of Buckeye history event is back this year with a cattle drive, rodeo, a wild west show, a marketplace and so much more.

Date: January 27, 2024

Time: 9:30 a.m. - 2:00 p.m.

Location: Downtown Buckeye

Presenting Sponsor - \$5,000

- On-Site Booth Opportunity - Prominent Location
- Live Public Acknowledgment
- Event Signage Opportunity
- Display Company Banner (company provides banner)
- Logo Placement on Event Promotional Material (time sensitive)
- Logo Recognition on Social Media Channels and Event Website
- Recognition in Parks & Recreation Newsletter
- Ad Opportunity for Sponsor in Eye on Buckeye Magazine - half page

Hometown Sponsor - \$3,000

- On-Site Booth Opportunity
- Recognition on Event Web Page with Company Link
- Live Public Acknowledgment
- Event Signage Opportunity
- Display Company Banner (company provides banner)
- Logo Recognition on Social Media Channels
- Ad Opportunity for Sponsor in Eye on Buckeye Magazine - quarter page

Community Sponsor - \$1,000

- On-Site Booth Opportunity
- Live Public Acknowledgment
- Event Signage Opportunity
- Display Company Banner (company provides banner)



SPRING CELEBRATION & EASTER EGG HUNT

SUNDANCE PARK (22865 W. Lower Buckeye Rd.)

Celebrate Spring in Buckeye! This event will have bounce houses, pony and train rides, a petting zoo, carnival games, face painting and much more. Don't forget to decorate your personal Easter egg and get your photo taken with the Easter Bunny!

Date: Saturday, March 23, 2024

Time: 9:00 a.m. – 1:00 p.m.

Estimated Attendance: 6,000

Presenting Sponsor - \$5,000

- On-Site Booth Opportunity - Three Prominent Location Options
 - **Egg Hunt OR**
 - **Inflatable Zone OR**
 - **Craft Corner**
- Live Public Acknowledgment
- Event Signage Opportunity
- Display Company Banner (company provides banner)
- Logo Placement on Event Promotional Material (time sensitive)
- Logo Recognition on Social Media Channels and Event Website
- Recognition in Parks & Recreation Newsletter
- Ad Opportunity for Sponsor in Eye on Buckeye Magazine - half page

Hometown Sponsor - \$3,000

- On-Site Booth Opportunity
- Live Public Acknowledgment
- Event Signage Opportunity
- Display Company Banner (company provides banner)
- Logo Recognition on Social Media Channels

- Ad Opportunity for Sponsor in Eye on Buckeye Magazine - quarter page
- Recognition on Event Web Page with Company Link

Community Sponsor - \$1,000

- On-Site Booth Opportunity
- Live Public Acknowledgment
- Event Signage Opportunity
- Display Company Banner (company provides banner)



BUCKEYE POOL DAYS

BUCKEYE AQUATIC CENTER (207 N. 9th St.)

Grab your sunglasses and sunblock and head to the Buckeye Aquatic Center! Buckeye Pool Days invites organizations to sponsor the pool for an entire day that allows the local community to swim for FREE! Pool Days are also a great opportunity to host an information table, promote water safety and water demonstrations to Buckeye residents.

Date: Monday-Saturday, Memorial Day through Labor Day weekend
May-September, 2024

Time: 12:00 p.m. - 5:00 p.m.

Estimated Attendance: 450+

Presenting Sponsor

Two Saturdays = \$1,700

One Saturday = \$900

One Weekday (Mon-Fri) = \$500

- On-Site Booth Opportunity - Prominent Location
- Live Public Acknowledgment
- Opportunity to Address Audience (demonstrations, announcements, etc.)
- Display Company Banner (company provides banner)
- Logo Placement on Event Promotional Material (time sensitive)
- Logo Recognition on Social Media Channels and Event Website
- Recognition in Parks & Recreation Newsletter



INDEPENDENCE DAY CELEBRATION

BUCKEYE MUNICIPAL AIRPORT (3000 S. Palo Verde Rd.)

Pack your blanket and chairs and enjoy the festive summer afternoon with All-American eats and treats and entertainment at the 4th of July celebration! Join us for an evening of fun and activities for the whole family that will end with a patriotic firework show!

Date: July 4, 2024

Time: 6:30 p.m. - 9:30 p.m.

Estimated Attendance: 6,000

Presenting Sponsor - \$5,000

- On-Site Booth Opportunity - Prominent Location
- Live Public Acknowledgment
- Event Signage Opportunity
- Display Company Banner (company provides banner)
- Logo Placement on Event Promotional Material (time sensitive)
- Logo Recognition on Social Media Channels and Event Website
- Recognition in Parks & Recreation Newsletter
- Ad Opportunity for Sponsor in Eye on Buckeye Magazine - half page

Hometown Sponsor - \$3,000

- On-Site Booth Opportunity
- Recognition on Event Web Page with Company Link
- Live Public Acknowledgment
- Event Signage Opportunity
- Display Company Banner (company provides banner)
- Logo Recognition on Social Media Channels
- Ad Opportunity for Sponsor in Eye on Buckeye Magazine - quarter page

Community Sponsor - \$1,000

- On-Site Booth Opportunity
- Live Public Acknowledgment
- Event Signage Opportunity
- Display Company Banner (company provides banner)





City of Buckeye FACT SHEET

Buckeye Mayor Eric Orsborn thanks you in advance for your generous support!

Social Media Information



@BuckeyeAzEvents
6.6k+ followers

@BuckeyeAz.gov
13k+ followers



@BuckeyeAzEvents
2.8k+ followers

@CityofBuckeye
5.3k+ followers



@BuckeyeAZGov
2.9k+ followers



youtube.com/c/BuckeyeArizona
#BuckeyeAzEvents

Additional Marketing Information

Eye on Buckeye Magazine:
40,000 direct mail residents & growing!

Parks & Recreation Newsletter:
12K+ List

Contact Us

buckeyeaz.gov/events

General event info:

623-349-6331

kanderson@buckeyeaz.gov

Buckeye Information

Established - Founded: 1888

Buckeye Population: 110,000
(as of August 2022)

Average Household Income: \$100,731

Median Age: 34

Land Area: Buckeye's current land area of 600 square miles makes it geographically the largest city in Arizona.

#1 Fastest Growing City in the U.S.
(over the past decade) per our economic development page on growbuckeye.com

BUCKEYE CONNECTS YOU to

customers

families

fun!

BUCKEYE, AZ 



buckyeaz.gov/events



For more information about
Sponsorship Opportunities,
contact:

Kim Anderson
Recreation Coordinator

Phone:
623-349-6331

Email:
kanderson@buckyeaz.gov



Events are subject to changes or cancellations