

FOUNTAIN HILLS FESTIVALS

SPONSORSHIP OPPORTUNITIES

FOUNTAIN HILLS GREAT FAIR

FEBRUARY 24-26, 2012

10am-5pm Daily

- Live Music & Entertainment on 2 Stages
- Beer Garden & 20-plus Food Vendors
- 500 Artists
- Over 200,000 attendees



FOUNTAIN FESTIVAL OF ARTS & CRAFTS

NOVEMBER 9-11, 2012

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PAID ADVERTISING & MARKETING

Each event receives the support of an individual paid advertising campaign in local and regional newspapers.

Television

Television (Estimated Reach: 500,000, Adults 25+)

- ABC 15 – 58 30-Second Commercials
- ABC 15 – Featured on Sonoran Living during week leading up to Festival.
- KTVK-TV 3 – 15 30-Second Commercials
- ABC 15 – 6 60-Second Cut-Ins on location

Additionally, Fountain Hills' Public Relation's Firm sends out 15 promos per Event - they go to *Arizona Republic*, *Tribune*, *Raising Arizona Kids*, *Arizona Parenting*, *Phoenix Magazine* and *Scottsdale Magazine*. They also send out media advisory releases to all the TV stations including Cox Cable. The 1 minute commercial is aired roughly 60 times prior to the Event.

FESTIVALS FACTS

- Over 900 Participating Artisans in 21 Categories
- More than 460,000 People Over Six Days!

Hennen Publishing & Marketing Group

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Phone 480.664.0541

WHY SPONSOR WITH US?



AUDIENCE PROFILE

- 32% reside in Fountain Hills or Scottsdale & 83% live in Arizona
- 72% own their own home
- 55% are between the ages of 31-64
- 60% are female & 57% are married
- 62% earn over \$48,000 annually
- 80% say they'll come back again!

EXCLUSIVITY

Sponsorship is something we offer with great care. We have intentionally limited the number of sponsorships to ensure sponsors receive the recognition they deserve and that event patrons remember the sponsors after the event.

DEMOGRAPHICS

Audience Profile: Attendance — 400,000+ over the six days.

Sponsoring one of our annual festivals provides your company with the opportunity to create a relationship with our residential and visitor market, and convert that relationship into incremental sales. Created 35 years ago by the Fountain Hills Chamber of Commerce, the Fountain Hills Events effectively reach one of the most highly prized consumer segments in the entire Valley.

Fountain Hills Residents

Fountain Hills is a very special place in the Valley of the Sun. Surrounded by rolling hills, spectacular mountains and the Sonoran Desert, the town of Fountain Hills is one of the loveliest, most charming and friendly communities in the United States. Year-round population is approximately 22,000 and the average age is 46. Fountain Hills has more than 500 businesses, professional companies and retail firms. Four golf courses boast spectacular views of Four Peaks, the Superstition and McDowell Mountains and the Goldfields. From the World's Tallest Fountain, the town's centerpiece landmark, to the mountains that surround it, Fountain Hills offers a relaxing small town ambiance with a backdrop of breathtaking scenery.

Valley of the Sun Residents

With more than 300 days of sunshine each year, the Valley of the Sun has a population of over 4 million. Our economy is strong and growing – Phoenix is currently the 5th largest city in the country. And, Maricopa County ranks 2nd in population growth nationally.

BENEFITS

• **MORE PEOPLE TO RESPOND TO YOUR PRESENCE.** Each year's events attract over 500 exhibitors and 200,000 attendees.

• **ATTENDEES ARE IMPACTED BY YOUR PRESENCE LONGER.** Our events are the most spacious shows in the Valley, allowing attendees more room to walk in comfort, and keeping them on the grounds longer than other shows.

- 40% of all attendees have been to the show before.
- 80%+ of all attendees say they will be come back to the shows again.

• **YOU WILL RECEIVE THE SHOWS' ENDORSEMENT.** Our shows are among the most recognized Art events in the Valley. Your presence at our show, where very few sponsors are invited, indicates how positively we feel about our association with you, and we'll transmit that support in all forms of our show communications.

• **YOU WILL REACH PEOPLE WHO ARE RECEPTIVE TO YOUR PRESENCE AND MESSAGE.** Our show attendees are on-site for a reason. Your relevant message and on-site presence will reach them at their receptive best.



• **YOU WILL STAND OUT IN ALL FORMS OF OUR RECOGNITION OF YOUR SPONSORSHIP.** We limit our sponsorships and protect the recognition aspect of our sponsors.

• **YOU RECEIVE AN ABSOLUTELY SECURE SPONSORSHIP ENVIRONMENT.** Sponsors are the only businesses that may have and acquire on-site signage (other than booth signs and artists) website and media recognition.



FOUNTAIN HILLS FESTIVALS

SPONSORSHIP OPPORTUNITIES

Since 1977, the Fountain Hills Chamber of Commerce has been creating a uniquely powerful pair of Arts Festivals that rival and outperform every other show of its kind in a range of important measurements. With over 500 participating artisans per event, the Fountain Hills Fountain Festival of Arts & Crafts, and the Fountain Hills Great Fair together attract in excess of 400,000 of the most sought-after consumers in the Valley.



FOUNTAIN FESTIVAL OF ARTS & CRAFTS NOVEMBER 9-11, 2012

EVENT OVERVIEW: This November marks the 35th annual Fountain Hills Festival of Arts and Crafts hosted by the Fountain Hills Chamber of Commerce. This juried three-day event hosts approximately 500 nationally renowned artists including Amado Pena, Jr., chosen from approximately 1,000 applicants. Live ongoing musical performances on two stages set the atmosphere for the festival. On the Avenue of the Fountains and Saguaro Boulevard (adjacent to Fountain Park), there will be over 20 varieties of foods, with plenty of covered seating and a Beer Garden. Admission is always free, with ample free parking available.

FOUNTAIN HILLS GREAT FAIR FEBRUARY 24-26, 2012

EVENT OVERVIEW: Every February the Fountain Hills Chamber of Commerce hosts its annual juried Fountain Hills Great Fair. For over 20 years, this three-day event features over 500 renowned artists from 22 states and Canada. Ongoing performances enchant 200,000 festival-goers. On the Avenue of the Fountains and Saguaro Boulevard (adjacent to Fountain Park), there will be over 20 varieties of foods, with plenty of covered seating and a Beer Garden. Admission is always free, with ample free parking available.



PRESENTING SPONSORSHIP

Only one Sponsor will have the unique opportunity to share the spotlight with each of our quality events. As Presenting Sponsor of a Fountain Hills festival, your company will be prominently showcased in every facet of the Festival's marketing plan and public relations, as well as being acknowledged as Presenting Sponsor on-site at the Festival and in all post-Festival publications.

ANNUAL PRESENTING SPONSORSHIP FEE – \$25,000 PER FESTIVAL
Multi-year & Multi-festival sponsorships are encouraged.

NAMING RIGHTS

The Presenting Sponsor's name will immediately follow the Festival's name. e.g.: "Fountain Hills Great Fair presented by YOUR COMPANY NAME". The Presenting Sponsor holds the exclusive right to promote its product or service category. No competing product or service may sponsor the Festival or receive acknowledgement in the Festival's promotional materials.

MEDIA/PR COVERAGE

Print Advertising – The Presenting Sponsor's name/logo is included in all paid print advertisements for the Festival.

Television & Radio Coverage – Seen by over 500,000 persons over 25 years old, the Presenting Sponsor's name/logo is included in TV and radio commercials for the Festival.

Public Relations Exposure – Presenting Sponsor is announced in a dedicated press release sent to media.

OFFICIAL FESTIVAL PROGRAM

Thank You Recognition in the Festival's souvenir program, distributed to festival-goers.

FIRST RIGHT OF REFUSAL

First option to participate as Presenting Sponsor at the next year's festival.

BRANDING OPPORTUNITIES

Sponsor Booths – Presenting Sponsors will have one (1) prominent 10x10 corporate booth on-site to promote their product and/or services. No competing Sponsor in their category will be permitted on Festival grounds.

Sponsor Signage – The Presenting Sponsor can place a banner at Chamber Booth – three-day exposure exceeds 200,000 impressions.

Internet Exposure – Sponsor logo with HotLink posted on festival page of the Fountain Hills Chamber website's Splash Page promoting the Festival from contract signing until 60 days after event. Website has over 90,000 unique visitors annually.

Public Address – Four (4) 20-second spots each day on the public address system acknowledging company's sponsorship and booth location on-site throughout the three-day event.

Joint Promotional Opportunities – As requested, the event will assist its Presenting Sponsor in obtaining joint promotional opportunities with other sponsors (including media and press sponsors).



OFFICIAL SPONSORSHIP

Limited to four Corporate Sponsors and four Media Sponsors

ANNUAL OFFICIAL SPONSORSHIP FEE – \$15,000 PER FESTIVAL
Multi-year & Multi-festival sponsorships are encouraged.

Participation as an Official Sponsor for one of Fountain Hills Festivals includes major on-site exposure, product exclusivity, and outstanding media and advertising exposure, giving the opportunity to be prominently incorporated into every facet of the Festival's Marketing Plan.

CATEGORY EXCLUSIVITY & AMBUSH PROTECTION

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ON - SITE RECOGNITION & CORPORATE DISPLAY

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EXHIBITOR

ANNUAL EXHIBITOR FEE –
\$2,500/10'x 10' Exhibit space

Multi-year and multi-festival sponsorships are available at reduced rates. Sponsors are encouraged to customize this opportunity to fit their needs.

The Fountain Hills Chamber of Commerce offers Exhibitors this unique opportunity to leverage and creatively promote your business, brand and services. All Exhibitors will enjoy the following:

SPONSOR BOOTH

Exhibitors can have one or more prominent exhibit spaces located on-site to promote their product and/or services.

BENEFIT OPPORTUNITIES

- Excellent visibility for your company within the community while enhancing your brand image
- One-on-one contact with a numerous potential customers in just a few days
- Access to audiences that align with your product or service
- Immediate feedback from customers
- Complimentary electrical access (with prior reservation)
- Free parking
- Exposure with logo and link on Festival website

