



## 2019-2020 City Signature Events & Added-Value Opportunities

Greetings,

Thank you for your interest in City of Goodyear signature events! Our events are put on by the City of Goodyear Parks and Recreation Department & many are in partnership with Goodyear Ballpark. These events impact the quality of life and enhance a sense of community for the citizens of Goodyear.

Thanks to the astounding number of requests from city businesses, local vendors, etc., the City of Goodyear has put together a list of the 2019-20 signature events inside of Goodyear Ballpark with added-value opportunities. The ideas in this packet are examples of how partnerships have worked in the past and ways to be involved in upcoming events. If you see something that interests you, please give us a call. Also, if you have a different idea, we would love to hear about it!

City of Goodyear signature events located **outside** of Goodyear Ballpark feature different fees, perks and processes. Information on those events can be found at [www.goodyearaz.gov/rec](http://www.goodyearaz.gov/rec).

Thank you for your interest,

**Brenna Hosey**

Festival & Events Coordinator  
City of Goodyear  
(623) 882-7524

**John Brown**

Business Development  
Goodyear Ballpark  
(623) 882-3120



October 19, 2019



5 - 9 PM



Goodyear Ballpark

# FALL FESTIVAL

Celebrate Fall at Goodyear Ballpark! The Trick-or-Treat Village will feature 250,000 pieces of candy! Activities include costume contest, pumpkin patch, zipline, petting zoo, performances, magic shows, craft vendors and more. Costume contest prizes will be awarded for Best Family/Group, Best Kid's Costume, Best Adult Costume and Best in Show. Free parking and admission. Ballpark food will be available for purchase.

Last year's attendance - 8,500

## ADDED VALUE OPPORTUNITIES

### CANDY! (est \$6K)

The presenting sponsorship of the event - this sponsor will be providing 250,000 pieces of candy!

#### SPONSOR PERKS

- Full color logo in InFocus Magazine (75,000 + printed)  
**Early deadline - Sept 6th**
- Full color logo on Clear Channel digital billboard leading up to event
- Full color logo on all pre-event promotions (social media posts and e-blasts)
- Promotion during the event via emcee announcements and on-stage opportunities & signage

### CUSTOM TOTES (est \$4K)

No one will be leaving empty handed so give the first 3,500 attendees your name/logo to take home too!

#### SPONSOR PERKS

- Full color logo in InFocus Magazine (75,000 + printed)  
**Early deadline - Sept 6th**
- Full color logo on all pre-event promotions (social media posts and e-blasts)
- Promotion during the event via emcee announcements & signage

### APPLE BOBBING (est \$500)

Instead of bobbing for real apples, attendees will have the chance to "bob" for \$500 in Apple gift cards & products.

#### SPONSOR PERKS

- Full color logo on all pre-event promotions (social media posts and e-blasts)
- Promotion during the event via emcee announcements & signage



December 7, 2019



5 - 8:30 PM



Goodyear Ballpark

# GOODYEAR GLOWS

Features: the arrival of Santa Claus with a chance to get your photo with him, the annual City of Goodyear tree lighting, kids activities, live holiday performances, play in 40 tons of snow and more! Parking, admission and activities are free.

Last year's attendance - 6,500

## ADDED VALUE OPPORTUNITIES

### GLOW (est \$5K)

Light up the night with glow bracelets, batons and necklaces in holiday colors! Customize to include your logo!

#### SPONSOR PERKS

- Full color logo in InFocus Magazine (75,000 + printed)  
**Early deadline - Oct 1st**
- Full color logo on Clear Channel digital billboard leading up to event
- Full color logo on all pre-event promotions (social media posts and e-blasts)
- Promotion during the event via emcee announcements and on-stage opportunities & signage

### STOCKINGS (est \$2K)

Whether its candy, treats or lumps of coal, create a fun station for the kids that w/something to take home!

#### SPONSOR PERKS

- Full color logo in InFocus Magazine (75,000 + printed)  
**Early deadline - Oct 1st**
- Full color logo on all pre-event promotions (social media posts and e-blasts)
- Promotion during the event via emcee announcements & signage

### CRAFT WORKSHOP (est \$1K)

Create your own workshop and send attendees home with crafted treats, ornaments, and more!

#### SPONSOR PERKS

- Full color logo on all pre-event promotions (social media posts and e-blasts)
- Promotion during the event via emcee announcements & signage



April 11, 2020



9 AM - 12 PM



Goodyear Ballpark

# HOP & HOPS

Eggs and bunnies and beer, oh my! The City of Goodyear is HOPPY to present the second annual Easter celebration, Hop and Hops. Blending traditional and not-so-traditional Easter activities, there is sure to be something for everyone at this event! Hop & Hops will feature the Easter Bunny's arrival, the ultimate egg pit, candy, giveaways, games, live music and multiple egg drops that are sure to captivate and electrify attendees. Relax and watch the fun from the comfort of the outfield pavilion with a beer in hand at the "Hops Garden."

Last year's attendance - 5,700

## ADDED VALUE OPPORTUNITIES

### EGG HUNT (est \$5K)

We released more than 32,000 eggs last year. We are estimating 50K eggs needed for this growing event!

#### SPONSOR PERKS

- Full color logo in InFocus Magazine (75,000 + printed)  
**Early deadline - Jan 31st**
- Full color logo on Clear Channel digital billboard leading up to event
- Full color logo on all pre-event promotions (social media posts and e-blasts)
- Promotion during the event via emcee announcements and on-stage opportunities & signage

### BRANDED TOTES (est \$4K)

The first 3,500 attendees to enter the event will get a FREE branded tote to hold their goodies now and later.

#### SPONSOR PERKS

- Full color logo in InFocus Magazine (75,000 + printed)  
**Early deadline - Jan 31st**
- Full color logo on all pre-event promotions (social media posts and e-blasts)
- Promotion during the event via emcee announcements & signage

### EXTRA CANDY (est \$1.5K)

The volunteers will have plenty of candy to go around for any kids that were not as successful in the egg hunt as hoped.

#### SPONSOR PERKS

- Full color logo on all pre-event promotions (social media posts and e-blasts)
- Promotion during the event via emcee announcements & signage



STAR SPANGLED  
FOURTH



July 4, 2020



6 - 9:30 PM



Goodyear Ballpark

# STAR SPANGLED FOURTH

Celebrate Independence Day at the ballpark! The event includes live music, inflatable water slides, bounce houses, zipline and carnival swing, and 20-minute fireworks spectacular. Parking and admission are free. Bring a blanket and watch the show from the lawn! Beat the heat by reserving a suite! Cool down in the air conditioned suites with an all-you-can-eat buffet and non-alcoholic beverages for up to 15 people.

Last year's attendance - 9,500

## ADDED VALUE OPPORTUNITIES

### GLOW (est \$5K)

Light up the night with glow bracelets, batons and necklaces. Include your logo so that your name goes home!

### MISTING TRUCK (est \$2K)

Bring the "coolest" part of the event by providing a misting truck. There are opportunities to brand the truck as well!

### FANS AT THE GATE (est \$1.5K)

The first 1,500 to brave the heat will receive a keepsake fan w/your logo on one side & the program on the other.

### SPONSOR PERKS

- Full color logo in InFocus Magazine (75,000 + printed)  
**Early deadline - May 1st**
- Full color logo on Clear Channel digital billboard leading up to event
- Full color logo on all pre-event promotions (social media posts and e-blasts)
- Promotion during the event via emcee announcements and on-stage opportunities & signage

### SPONSOR PERKS

- Full color logo in InFocus Magazine (75,000 + printed)  
**Early deadline - May 1st**
- Full color logo on all pre-event promotions (social media posts and e-blasts)
- Promotion during the event via emcee announcements & signage

### SPONSOR PERKS

- Full color logo on all pre-event promotions (social media posts and e-blasts)
- Promotion during the event via emcee announcements & signage



# EVENT APPLICATION

Event deadlines are **(30) days** prior to the event date unless advertising in InFocus Magazine.

## FALL FESTIVAL (InFocus deadline - Sept. 6)

- CANDY (est \$6K)
- CUSTOM TOTES (est \$4K)
- APPLE BOBBING (est \$500)
- BOOTH SPACE\*

## GOODYEAR GLOWS (InFocus deadline - Oct. 4)

- GLOW (est \$5K)
- STOCKINGS (est \$2K)
- CRAFT WORKSHOP (est \$1K)
- BOOTH SPACE\*

## HOP & HOPS (InFocus deadline - Jan. 31)

- EGG HUNT (est \$5K)
- BRANDED TOTES (est \$4K)
- EXTRA CANDY (est \$1.5K)
- BOOTH SPACE\*

## STAR SPANGLED FOURTH (InFocus deadline - May 1)

- GLOW (est \$5K)
- MISTING TRUCK (est \$2K)
- FANS AT THE GATE (est \$1.5K)
- BOOTH SPACE\*

Company Name \_\_\_\_\_

Representative Name \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Primary Phone # \_\_\_\_\_ Email \_\_\_\_\_

If you request a booth, please describe what you will display or activities you will host \_\_\_\_\_

**Event Added Values  
& Event Booths Outside Ballpark**  
Brenna Hosey  
Festival & Event Coordinator, City of Goodyear  
brenna.hosey@goodyearaz.gov  
(623) 882-7524

**Spring Training Sponsorships  
& Event Booths Inside Ballpark\***  
John Brown  
Business Development, Goodyear Ballpark  
john.brown@goodyearaz.gov  
(623) 882-3120

*Booth space and added-value opportunities are not guaranteed and pricing is subject to change without notice. This packet is intended for application/interest in participating in an event ONLY and does not grant access to events.*