



BUCKEYE, AZ

**Community Wide
Special Events**



**Sponsorship
Benefits Guide**



CITY OF BUCKEYE FACT SHEET

The City of Buckeye Mayor Jackie A. Meck thanks you in advance for your generous support!

Social Media Information



@BuckeyeAzEvents
4K+ followers



linkedin.com/in/BuckeyeAzGov
600+ followers



@BuckeyeAzEvents
700+ followers



youtube.com/c/BuckeyeArizona



#BuckeyeAzEvents

Additional Marketing information

Display Ad in Eye on Buckeye Magazine:
30,000 direct mail residents & growing!

Community Services Parks & Recreation
Newsletter: 5K+ List



Contact Us



buckeyeaz.gov/events



General event info: 623-349-6300



General event info: events@buckeyeaz.gov

Buckeye Information

Established - Founded 1888

Buckeye Population - 83,000 (As of May 1, 2019)

Average Household Income - \$79,305

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. - US Census Bureau, 5/2019

Safety - Buckeye is the Safest City in Arizona (SafeWise study)



CITY OF BUCKEYE SPONSORSHIP OPPORTUNITIES

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For more information about Sponsorship Opportunities please contact:

Kylene Gneck - Sponsorship & Promotions Coordinator



Phone: 623-349-6331 • Email: kgneck@buckeyeaz.gov





RACE TO THE RUNWAY MARATHON

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

Date: Saturday, January 4, 2020 
 Time: 8 a.m. - 2 p.m.
 Estimated Attendance: 2,500 



Join us for the 6th Annual Buckeye Marathon, Half, 10K, 5K, and Obstacle Course. 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!

Presenting Sponsor(s) - \$10,000

- Logo placement on event promotional materials
- Display ad in one Eye on Buckeye Magazine – full page
- Company logo on all medals, 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
- Company logo and information listed on city webpage linked to company website & event website
- Sponsorship recognition in Community Services Parks & Recreation Newsletter
- Company logo and sponsor recognition in event social media posts
- Live public acknowledgment during event/award ceremony - four 30-second commercial announcements

- On-site booth at event
- Opportunity to include company’s marketing materials in runner’s packet
- Free entry for ten marathon and/or half marathon participants

Platinum - \$7,500

- Logo placement on event promotional materials
- Display ad in Eye on Buckeye Magazine – 1/2 page
- Company signage promotion along race route
- Display company banner (company provides banner)
- Company logo on all volunteer shirts
- Company information listed on city webpage - linked to company website & event website
- Sponsorship recognition in Community Services Parks & Recreation newsletters





- 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 materials in runner's packet
- Free entry for eight marathon and/or half marathon participants

Gold - \$5,000

- Logo placement on event promotional materials
- Display ad in Eye on Buckeye Magazine – 1/4 page
- Company signage promotion along race route
- Display company banner (company provides banner)
- Company logo on all volunteer shirts
- Company information listed on city webpage - linked to company website & event website
- Sponsorship recognition in Community Services Parks & Recreation newsletters
- 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
- Free entry for six marathon and/or half marathon participants

Silver - \$2,500

- Logo placement on event promotional materials
- Display ad in Eye on Buckeye Magazine – business card

- Company signage promotion along race route
- Display company banner (company provides banner)
- Name listing on all volunteer shirts
- Company information listed on city webpage - linked to company website & event website
- Company logo and sponsor recognition in event social media posts
- Live public acknowledgment during event
- Sponsorship recognition in Community Services Parks & Recreation newsletters
- On-site booth at event
- Opportunity to include company's marketing materials in runner's packet
- Free entry for four marathon and/or half marathon participants

Bronze - \$1,000

- Company signage promotion along race route
- Name listing on all volunteer shirts
- Company information listed on city webpage - linked to company website & event website
- On-site booth at event
- Sponsorship recognition in Community Services Parks & Recreation newsletters
- Opportunity to include company's marketing materials in runner's packet
- Free entry for one 5K participant







AIR FAIR

THE BUCKEYE MUNICIPAL AIRPORT

(3000 S. Palo Verde Rd.)

Date: Thursday-Sunday, February 6-9, 2020 

Time: 8 a.m. - 5 p.m.

Estimated Attendance: 30,000 & growing 

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!

Top Gun - Presenting Sponsor(s) - \$50,000

- Presenting Sponsor - Buckeye Air Fair & all associated activities
- V.I.P. Reception - Main Sponsor with event partners & city leadership (Friday night) - up to 100 tickets
 - Private Air Show
 - Catered dinner (no host bar)
 - Live entertainment
- Three hours of airplane rides with performer and specialty aircraft
- Aerial Banner with company logo
- Interstate 10 electronic billboard advertising as Presenting Sponsor
- Radio - traffic advertisement highlighting sponsor
- Video opportunities - featuring company as presenting sponsor
- Company private V.I.P. meet & greet tent, up to 100 people – whole event (company banner displayed on tent)
- V.I.P. parking
- Presenting sponsor banner on main stage
- Company signage located throughout the event

- Speaking opportunity on main stage- up to 4 each day
- On-site booth at event
- Live public acknowledgment during event
- Display ad in one Eye on Buckeye Magazine - full page
- Logo placement on event promotional materials
- Recognition on local media advertising
- Recognition on Buckeye Air Fair webpage
- Pre-event social media posts & news release

Lightning - \$25,000

- Invitation to V.I.P. Reception (Friday night) – 25 tickets
- Event signage/banner opportunity at the Buckeye Airport displayed & main stage (company provides banner)
- On-site booth at event
- Radio - traffic advertisement highlighting sponsor
- Logo placement on event promotional materials
- Recognition on local media advertising
- Recognition on Buckeye Air Fair webpage
- Speaking opportunity on main stage- up to 2 each day
- Pre-event social media posts & news release
- Video opportunities
- Company private V.I.P. meet & greet tent, up to 100 people – whole event (company banner displayed on tent)





- 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) – 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
- Recognition on local media advertising
- Recognition on Buckeye Air Fair webpage
- Speaking opportunity on main stage - 1 each day
- Pre-event social media post & news release
- Company private V.I.P. meet & greet tent, up to 100 people – whole event (company banner displayed on tent)
- V.I.P. parking
- Display ad in one Eye on Buckeye Magazine – full page
- Live public acknowledgment during event

Flight Deck - \$10,000

- Invitation to V.I.P. Reception (Friday night) – 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
- Recognition on local media advertising
- Recognition on Buckeye Air Fair webpage
- Pre-event social media post & news release
- V.I.P. parking
- 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) – 6 tickets
- Event signage/banner opportunity at the Buckeye Airport displayed (company provides banner)
- On-site booth at event
- Logo placement on event promotional materials
- Recognition on Buckeye Air Fair webpage
- Display ad in one Eye on Buckeye Magazine – 1/4 page
- V.I.P. parking
- Live public acknowledgment during event

Bi Plane - \$2,500

- Invitation to V.I.P. Reception (Friday night) – 4 tickets
- Event signage/banner opportunity at the Buckeye Airport displayed (company provides banner)
- On-site booth at event
- Logo placement on Buckeye Air Fair webpage
- Logo placement on event promotional materials
- Display ad in one Eye on Buckeye Magazine – business card
- V.I.P. parking
- Live public acknowledgment during event





DOG DAYS SUNDANCE PARK

(22865 W. Lower Buckeye Rd.)

Date: Saturday, March 7, 2020 

Time: 9 a.m. – 2 p.m.

Estimated Attendance: 1,000 



The Dogs Days event in Buckeye is the place to be for dogs and dog lovers! Dog Days brings together a variety of local vendors that offer information and opportunities to explore for all things dog-focused. Activities include K-9 demos, small dog races, agility training, games and competitions – longest ears, tail and so much more!

Top Dog - Presenting Sponsor(s) - \$3,000

- On-site booth at event – prominent location
- Live public acknowledgement during event
- Event signage opportunity
- Display company banner (company provides banner)
- Sponsor recognition in event social media posts
- Recognition on Buckeye webpage with company link
- Naming rights and sponsor recognition at designated area of event
- Sponsorship recognition in Community Services Parks & Recreation Newsletters
- Opportunity to announce competition winner (1 activity)
- Logo placement on competition prizes

Dog Pack Sponsor - \$1,500

- On-site booth at event
- Live public acknowledgment during event
- Event signage opportunity
- Display company banner (company provides banner)
- Recognition on Buckeye webpage with company link
- Logo placement on event promotional materials
- Sponsor recognition in event social media posts
- Naming rights and sponsor recognition at designated area of event

Community Sponsor - \$500

- On-site booth at event
- Live public acknowledgment during event
- Event signage opportunity
- Display company banner (company provides banner)
- Name listing on event promotional material





SPRING CELEBRATION & EASTER EGG HUNT

SUNDANCE PARK
(22865 W. Lower Buckeye Rd.)

 **Date: Saturday, April 4, 2020**
Time: 9 a.m. - 1 p.m.

 **Estimated Attendance: 5,000**

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! Egg hunts occur every half hour beginning at 9:30 a.m.

Presenting Sponsor(s) - \$6,000

- On-site booth at event – prominent location
- Live public acknowledgment during event
- Event signage opportunity
- Display company banner (company provides banner)
- Recognition on Buckeye webpage with company link
- Sponsor recognition in event social media posts
- Premier Egg Hunt naming rights and sponsor recognition (main field)
- Sponsorship recognition in Community Services Parks & Recreation Newsletters
- Sponsor logo on event giveaways
- Egg hunt bags with sponsor logo
- Display ad in Eye on Buckeye Magazine – half page

Spring Sponsor - \$2,500

- On-site booth at event
- Live public acknowledgment during event
- Event signage opportunity
- Display company banner (company provides banner)
- Recognition on Buckeye webpage with company link
- Naming rights and sponsor recognition at designated area of event (tot field, kid's zone or adaptive hunt)
- Sponsor recognition in event social media posts
- Display ad in Eye on Buckeye Magazine – business card

Community Sponsor - \$500



- On-site booth at event
- Live public acknowledgment during event
- Event signage opportunity
- Display company banner (company provides banner)
- Name listing on event promotional material





BUCKEYE POOL DAYS

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

Date: Monday-Saturday 
Memorial Day through Labor Day weekend (May 24- August 30)
Time: 12 p.m. - 5 p.m.
Estimated Attendance: 450 

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 (Presenting Sponsor only)! Pool Days are also a great opportunity to host an information table, promote water safety and water demonstrations to Buckeye residents.

Presenting Sponsor(s) - \$1,700 (Saturday - 2 days)

- On-site booth at event - Buckeye Aquatic Center
- Display company banner (company provides banner)
- Logo placement on event promotional materials
- Sponsor recognition in 'Pool Days' social media posts
- Sponsor logo and link on Aquatic webpage
- Naming rights and sponsor recognition at designated area of the chosen 'Pool Day'
- Opportunity to address audience (demonstration, announcement, etc.)
- Sponsorship recognition in Community Services Parks & Recreation newsletter

Aquatics Sponsor - \$900 (Saturday - 1 day)

- On-site booth at Buckeye Aquatic Center
- Event signage opportunity (company provides banner)
- Logo placement on event promotional materials
- Opportunity to address audience (demonstration, announcement, etc.)
- Sponsor logo and link on Aquatic webpage

Community Sponsor - \$500 (Monday - Thursday)



- On-site booth at Buckeye Aquatic Center
- Display company banner (company provides banner)
- Logo placement on event promotional material
- Opportunity to address audience (demonstration, announcement, etc.)



DEMOLITION DERBY

THE BUCKEYE ARENA

(802 N. 1st St.)

- 
Fall Date: Saturday, November 16, 2019
Spring Date: Saturday, May 9, 2020
- 
Time: 7 p.m. - 9:30 p.m.
Estimated Attendance: 2,500- 3,000



“The most fun you can have on a Saturday Night”! A unique event held at the local Buckeye Arena that is one of the longest running and most popular events in Buckeye which is completely sold out year after year. You can find food and drink vendors on-site and an active kid’s zone. Lawn mower racing rounds out the evening of demolition derby fun!

Presenting Sponsor(s) - \$4,500

- Complimentary event tickets (each event) – 25 tickets
- Display company banner (company provides banner)
- Logo placement on event promotional items/materials (shirts, hats & flyers)
- On-site booth at event - prominent location
- Recognition on Buckeye webpage with company link
- Social media marketing – more frequencies/number of postings
- Live public acknowledgment during event – 8 announcements
- Exclusive logo placement on event winner trophies

- Recognition on Buckeye webpage with company link
- Social media marketing
- Live public acknowledgment during event – 4 announcements

Derby Deluxe - \$1,000

- Complimentary event tickets (each event) – 6 tickets
- Display company banner (company provides banner)
- Logo placement on event promotional materials
- On-site booth at event
- Live public acknowledgment during event – 2 announcements

Winner’s Circle - \$2,500

- Complimentary event tickets (each event) – 15 tickets
- Display company banner (company provides banner)
- Logo placement on event promotional items/materials (shirts, hats & flyers)
- On-site booth at event


Bumper Box - \$500

- Complimentary event tickets (each event) – 4 tickets
- Display company banner (company provides banner)
- On-site booth at event
- Logo placement on event promotional material






INDEPENDENCE DAY CELEBRATION YOUNGKER HIGH SCHOOL (3000 S. Apache Rd.)

Date: Saturday, July 4, 2020 

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

Estimated Attendance: 3,000 

Pack your blanket and chairs and enjoy the festive summer afternoon with water slides, All-American eats & treats and live entertainment at the 4th of July celebration! Join us for an evening of fun and activities for the whole family including a live band at 7 p.m. and will end with a patriotic firework show at 9 p.m.!

Patriotic - Presenting Sponsor(s) - \$5,000

- On-site booth at event – prominent location
- Speaking opportunity on main stage
- Display company banner (company provides banner)
- Logo placement on event promotional materials
- Sponsor recognition in pre-event social media posts
- Sponsorship recognition on event webpage
- Live public acknowledgment during event
- Sponsor recognition on event map
- Live public acknowledgment during event
- Naming rights of the event main stage or similar featured area(s)
- Sponsorship recognition in Community Services Parks & Recreation Newsletter
- Sponsor logo on news release
- Display ad in Eye on Buckeye Magazine – half page

Stars & Stripes Sponsor - \$2,500

- On-site booth at event
- Live public acknowledgment during event
- Display company banner (company provides banner)
- Logo placement on event promotional materials
- Sponsor recognition in Community Services Parks & Recreation Newsletters
- Sponsor recognition in pre-event social media posts
- Sponsorship recognition on event webpage
- Display ad in Eye on Buckeye Magazine – business card

Community Sponsor - \$500

- On-site booth at event
- Live public acknowledgment during event
- Display company banner (company provides banner)
- Name listing on event promotional material



HALLOWEEN CARNIVAL

*EARL EDGAR PARK
(500 S. Miller Rd.)*

 **Date: Saturday, October 26, 2019**

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

 **Estimated Attendance: 6,000**



The Halloween Carnival is a traditional event that dates back nearly 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!

Carnival Sponsor - Presenting Sponsor(s) - \$3,000

- On-site booth at event – prominent location
- Display company banner (company provides banner)
- Logo placement on event promotional material
- Sponsor recognition in event social media posts
- Halloween activity naming opportunity at event w/ signage
- Sponsorship recognition in Community Services Parks & Recreation Newsletter
- Display ad in Eye on Buckeye Magazine – half page
- Event bags with sponsor logo (company provides bags)

Community Sponsor - \$500

- On-site booth at event
- Name listing on event promotional material
- Event signage opportunity
- Display company banner (company provides banner)

Halloween Sponsor - \$1,500

- On-site booth at event
- Event signage opportunity
- Display company banner (company provides banner)
- Logo placement on event promotional material
- Sponsor recognition in event social media posts
- Display ad in Eye on Buckeye Magazine – business card





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 the citizens of Buckeye. For more information on how to sponsor one or more of these events, please contact: [Kylene Gneck - Sponsorships & Promotions Coordinator at kgneck@buckeyeaz.gov](mailto:kgneck@buckeyeaz.gov).

Movie in the Park series:

About: Join the City of Buckeye for a night under the stars to watch a hit movie on the lawn. Bring lawn chairs and blankets. Admission is FREE. Food will be available for purchase.

Concert in the Park series:

About: Listen to great live music while relaxing with friends in the park. Bring a lawn chair and blankets. Admission is FREE. Food will be available for purchase.

Veteran's Lift Up event – This event has great resources to lift up our Veterans!

Including:

- Veterans registration
- Resume & Job Application Assistance
- Job Services
- Education Services and much more!

Veteran's Day Parade - This event honors all who have served with a parade that will route along Monroe Ave. in downtown Buckeye! Enter your company vehicle or float to help honor Veterans.



ARIZONA'S BIGGEST OPPORTUNITY





www.buckeyeaz.gov/events
[Facebook.com/BuckeyeAzEvents](https://www.facebook.com/BuckeyeAzEvents)
Instagram: @BuckeyeAzEvents

For more information about Sponsorship Opportunities please contact:
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Phone: 623-349-6331
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