



BUCKEYE, AZ

Community Wide  
Special Events

January 2020 - December 2021

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  
5K+ followers



linkedin.com/in/BuckeyeAzGov  
900+ followers



@BuckeyeAzEvents  
1,500+ 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](http://buckeyeaz.gov/events)



General event info: 623-349-6300



General event info: [events@buckeyeaz.gov](mailto:events@buckeyeaz.gov)

## Buckeye Information

**Founded** - 1888

**Buckeye Population** - 90,000 (As of July 1, 2020)

**Average Household Income** - \$84,000

**Land Area** - Buckeye's current land area of 639+ square miles makes it geographically the largest city in Arizona.

**#2 Fastest Growing City in the U.S.** - US Census Bureau, 5/2020





# 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](mailto:kgneck@buckeyeaz.gov)





# RACE TO THE RUNWAY MARATHON

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

Date: Saturday, January 2, 2021   
 Time: 8 a.m. - 2 p.m.  
 Estimated Attendance: 2,500 



Join us for the 7<sup>th</sup> Annual Buckeye Marathon, Half, 10K, 5K, and 1 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!

**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 – half page
- Opportunity to sponsor 1 mile fun run
- 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 –quarter 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 – quarter page

- 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 11-14, 2021 

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
- Company logo on event shirts
- Radio - traffic advertisement highlighting sponsor (4)
- 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 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
- Logo on display advertising (2)
- 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
- Company logo on event shirts
- Radio - traffic advertisement highlighting sponsor (2)
- Logo placement on event promotional materials
- Logo on display advertising (2)
- Recognition on Buckeye Air Fair webpage
- Speaking opportunity on main stage- up to 2 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 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
- Logo on display advertising (1)
- 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
- Logo on display 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 – half 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 – quarter page
- V.I.P. parking
- Live public acknowledgment during event





## DOG DAYS SUNDANCE PARK

(22865 W. Lower Buckeye Rd.)

Date: Saturday, March 6, 2021 

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, March 27, 2021**
- 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 – quarter page

### 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 31- September 6)**  
**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)**

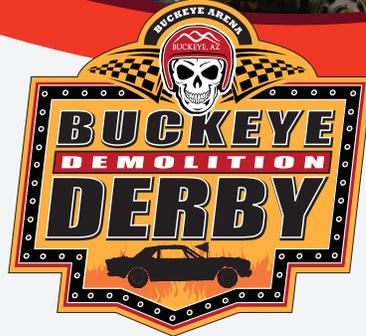
- On-site booth at Buckeye Aquatic Center
- Display company banner (company provides banner)
- Logo placement on event promotional material
- Opportunity to address audience (demonstration, announcement, etc.)



# DEMOLITION DERBY

## THE BUCKEYE ARENA

(802 N. 1st St.)



-  **Date: Saturday, November 13, 2021**
- 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) - \$5,500

- 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 - \$1,500

- 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 - \$3,000

- Complimentary event tickets (each event) – 15 tickets
- Display company banner (company provides banner)
- Logo placement on event promotional materials
- 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





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

Date: Saturday, July 4, 2021 

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 – quarter page

### **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 24, 2020**

**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) - \$5,000

- 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 – quarter page





## 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.

### Movie in the Park series of 2:

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. Estimated attendance for the series is 500

### Concert in the Park series of 3:

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. Estimated attendance for the series is 500

### 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.

### Presenting Sponsor(s) - \$1,500

- On-site booth at event
- Logo placement on event promotional material
- Event signage opportunity
- Display company banner (company provides banner)
- Sponsorship recognition in Community Services Parks & Recreation Newsletter
- Sponsor recognition in event social media posts

### Community Sponsor - \$500

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



**ARIZONA'S BIGGEST OPPORTUNITY**





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

For more information about Sponsorship Opportunities please contact:

Kylene Gneck - Sponsorship & Promotions Coordinator

Phone: 623-349-6331

Email: [kgneck@buckeyeaz.gov](mailto:kgneck@buckeyeaz.gov)

\*Events are subject to changes or cancelations\*