

*Parks &  
Recreation*



# City of Tolleson

***SPECIAL EVENTS***

***SPONSORSHIP***

***OPPORTUNITIES***



# Parks & Recreation



A small town with big ideas, Tolleson boasts a unique blueprint to maintain balance between a glorious yesterday and an exhilarating tomorrow, welcoming opportunity and progress with generous hearts.

Tolleson is home to renowned special events that celebrate culture and community such as Founder's Whoopee Daze Festival, Luces de Navidad, 4th of July Festival, Latin Music Festival, VFW Country Festival and various community events.

Tolleson's community is tightly woven by generations of families celebrating a life bound to deep agricultural roots. Its culture reflects a respect for elders that founded an identity that will engage new generations of residents and visitors.



# *Parks & Recreation*



## *Tolleson's Premier Events*

**Tolleson Latin Music Festival**

**Tolleson Founder's Whoopee Daze Festival**

**Tolleson July 4th Celebration**

**Tolleson VFW Country Festival**

**Tolleson Community Expo**

**Tolleson Veterans Day**

**Tolleson Luces de Navidad**

# Parks & Recreation



## **Tolleson Latin Music Festival**

Title Sponsor—\$5000

Main Stage Sponsor—\$2500

Corporate Sponsor—\$1500

Community Sponsor—\$500

## **Tolleson Founder's Whoopee Daze Festival**

Title Sponsor—\$5000

Main Stage Sponsor—\$2500

Parade Sponsor-\$2000

Whoopee Factor—\$2000

Corporate Sponsor—\$1500

Community Sponsor—\$500

## **Tolleson July 4th Celebration**

Title Sponsor—\$5000

Main Stage Sponsor—\$2500

Corporate Sponsor—\$1500

Community Sponsor—\$500

# Parks & Recreation



## **Tolleson VFW Country Festival**

Title Sponsor—\$5000

Main Stage Sponsor—\$2500

Corporate Sponsor—\$1500

Community Sponsor—\$500

## **Tolleson Community Expo**

Title Sponsor—\$2500

Corporate Sponsor—\$1500

Community Sponsor—\$500

## **Tolleson Veterans Day**

Title Sponsor—\$2500

Corporate Sponsor—\$1500

Community Sponsor—\$500

## **Tolleson Luces de Navidad**

Title Sponsor—\$5000

Main Stage Sponsor—\$2500

Corporate Sponsor—\$1500

Community Sponsor—\$500

# Parks & Recreation



## Title Sponsor

- \* Sole Premiere Title Sponsor
- \* Full page ad in the festival program \*Founder's Whoopee Daze Festival\*
- \* Sponsor logo inclusion on all print media, event marketing and collateral material
- \* Sponsor name will be announced at main stage periodically throughout the event
- \* Sponsor space for inflatable, if applicable
- \* Logo on all banners for event
- \* One (1) 10x10 booth

\* **First Right of Refusal:** Your company will have the first right of refusal for sponsorship opportunity for one year.





# Parks & Recreation



## Corporate Sponsor

- \* Sponsor logo inclusion on all print media, event marketing and collateral materials
- \* Sponsor name will be announced at main stage periodically throughout the event
- \* Logo on all banners for event
- \* One (1) 10x10 booth

## Community Sponsor

- \* Sponsor logo inclusion on all print media, event marketing and collateral materials
- \* Sponsor name will be announced at the main stage periodically throughout the event
- \* One (1) 10x10 booth



# Parks & Recreation



## Fact Sheet

Tolleson has a long history of commitment to its community and its citizens. We retain the foundation of family orientated, friendly, and small town atmosphere for our special events.

**Tolleson Latin Music Festival-** This event includes live entertainment with Latin Jazz and mariachi music, food and craft vendors, and much more.

**Date:** March 7th and 8th

**Projected Attendance over 2 days—**3000-5000

**Tolleson Founder's Whoopee Daze Festival—** Tolleson's most storied home town event which has been presented for over 60 years. It celebrates the history of our community. This event includes live entertainment, carnival, food and craft vendors, contests, Whoopee Factor contest, softball tournament and much more.

**Date:** April 17th—19th

**Projected Attendance over 3 days—**5000-8000

**Tolleson July 4th Celebration-** Honoring our nations Independence Day has been a tradition for over 30 years. The event has water slides, live entertainment, free watermelon, food and craft booths and a 30 minute fireworks display.

**Date:** July 4

**Projected Attendance:** 10,000+

**Tolleson VFW Country Festival—**Tolleson's country themed event that supports our hometown VFW Post. It includes Grammy Award Winning Country star or group, food vendors, kids activities and more.

**Date:** September 26th

**Projected Attendance:** 4500

**Tolleson Community Expo—** Annual event to provide health services and information for the family and the family pet and recreational activities and presentations. Chihuahua races, big dog races and kids contests.

**Date:** November 7th

**Projected Attendance:** 1500

**Tolleson Veterans Day—**Honoring the Veterans of our community

**Date:** November 11

**Projected Attendance:** 500—700

**Tolleson Luces de Navidad—** Holiday memories is what we make here in Tolleson. Luces de Navidad has been hosted for over 50 years. There is a Paseo de Luces light parade, carnival rides, live entertainment, food and craft booths, contests, Santa Claus, Arts & Crafts, kids zone and much more.

**Date:** December 11th—12th

**Projected Attendance over 2 days:** 5000-7000

**Location:** Events are held at Veterans Park, 8601 W. Van Buren or on Paseo de Luces Downtown Tolleson

**Parking:** Parking is available on-site and at assigned locations with bus shuttles