

ARIZONA NATIVE EDIBLE EXPERIENCE

MUSEUM OF THE WEST - OLD TOWN
SCOTTSDALE

PRESENTED BY THE ARIZONA AMERICAN INDIAN TOURISM ASSOCIATION

NOVEMBER 19, 2022



TRIBAL

SPONSORSHIP
OPPORTUNITIES & IN-
KIND DONATIONS

CORPORATE



ABOUT THE ARIZONA NATIVE EDIBLE EXPERIENCE

The Arizona American Indian Tourism Association (AAITA) has hosted the annual Arizona Native Edible Experience event held at the Museum of the West in Downtown Scottsdale in conjunction with Scottsdale's Western Week. This year the event will be held on November 19 as part of Native American Heritage month.

The fourth annual Native Arizona Edible Experience, a cocktail format event includes tasting stations featuring traditional and fusion foods and cocktails by indigenous chefs and foragers, utilizing the very gems of flora and fauna that are grown and harvested right here in Arizona.

In addition to the desert foods the event is enriched with curated contemporary and traditional art/artists.

The Arizona Native Edible Experience partnership with the Arizona Indian Festival and Scottsdale Western Week in February generates a total sponsorship marketing media value of over \$7.9 thousand for our sponsors and Western Week ads deliver more than 11 million impressions and generated 65 stories through print, web, television, and social media. Western Week activities generated more than 35,000 attendees collectively.

ANEE SPECIALTY MARKETING AREAS

With dedicated media and advertising partnerships with the City of Scottsdale, our sponsors will enjoy amplified brand recognition. We also have unique marketing opportunities available through these specialty branding areas:

- *AIF Entertainment Main Stage Sign*
- *Arizona Native Edible Experience Signage*
- *AIF Sponsored Giveaways*
- *AIF Festival Main Stage Mentions*
- *Arizona Native Edible Experience Mentions*
- *Tourism Area signs and Product Placement*
- *Arizona Indian Festival Website*

Sponsorship Opportunities

Presenting Saguaro Sponsor (2 Available) - \$10,000

- Choice of three (3) Specialty Marketing areas for brand recognition
- Logo inclusion on all pre-event marketing (event website, emails and social media, advertising and print materials)
- Recognition during the event on signage and stage call-outs
- Two (2) Annual AAITA Membership
- One (1) AIF booth Space

SAGE SPONSOR (3 AVAILABLE) - \$7,000

- Choice of one (2) Specialty Marketing area for brand recognition
- Logo inclusion on all pre-event marketing (event website, emails and social media), advertising and print materials
- Recognition during the event on signage and stage call-outs
- One (1) Annual AAITA Membership
- One (1) AIF booth space

MESQUITE SPONSOR (5 AVAILABLE) - \$5,000

- Choice of one (1) Specialty Marketing area for brand recognition
- Logo inclusion on all pre-event marketing (event website, emails and social media), advertising and print materials
- Recognition during the event on signage and stage call-outs
- One (1) booth space

CHOLLA SPONSOR (5 AVAILABLE) - \$2,500

- Logo inclusion on all pre-event marketing (event website, emails and social media), advertising and print materials
- Recognition during the event on signage and stage call-outs

IN-KIND DONATIONS LIST

- Print Sponsor: signage, printed brocher for event information and marketing
- Chef, Food, & Preparation Team

All of our in-kind sponsors will receive the following recognition benefits:

- Logo inclusion on all pre-event marketing (event website, emails and social media), advertising and print materials.
- Recognition during the event on signage.
- Chef teams destination promotion.

Claim your branding opportunity today! Sponsorship letters of support are DUE by August 1, 2022



SPONSORSHIP AND DONATIONS INQUIRES: Contact
AIF using the subject line: AIF SPONSORSHIP /
DONATION

Email: AAITA Treasurer, Steve Geiogamah
sgeiogamah@scottsdaleaz.gov

SPONSORSHIP LETTERS OF SUPPORT MAIL TO:
Arizona American Indian Tourism Association
PO Box 268
3370 N. Hayden Rd. #123
Scottsdale, AZ 85251

ARIZONA AMERICAN INDIAN TOURISM ASSOCIATION
INFO@arizonaindiantourism.org www.ArizonaIndianTourism.org
PO Box 268, 3370 N. Hayden Rd. #123, Scottsdale, AZ 85251