

ARIZONA INDIAN FESTIVAL

OLD TOWN - SCOTTSDALE, AZ

PRESENTED BY THE ARIZONA AMERICAN INDIAN TOURISM ASSOCIATION

February 3-4, 2024





ABOUT THE ARIZONA INDIAN FESTIVAL

The Arizona American Indian Tourism Association (AAITA) host the annual Arizona Indian Festival (AIF) event held in Downtown Scottsdale in conjunction with Scottsdale's Western Week.

The AIF provides a platform to tribal tourism and builds awareness of Arizona's indigenous communities by creating an inclusive, inter-tribal event celebrating culture, traditional arts, crafts and foods, as well as innovations and trends in cultural tourism experiences in Arizona.

The festival partnership with Western Week participants generates a total sponsorship marketing media value of over \$300 thousand for our sponsors and the Western Week ads delivered more than 4.9 million impressions and generated 350 media spots through print, web, television, and social media

WHAT IS WESTERN WEEK?

The City of Scottsdale's Western Week brings together the best of our community's Old West traditions with new West style and attracts more than 34,100 local and international visitors every year. Western-themed parade, Indian festival, art walks and other events take place in the heart of downtown Scottsdale. To learn more about Western Week and get a complete listing of events and activities visit: scottsdalewesternweek.com

AIF 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:

- *Entertainment Main Stage Sign*
- *Parada del Sol Parade Entries*
- *Sponsored Giveaways*
- *Festival Main Stage Mentions*
- *Arizona Indigenous Culinary Mentions*
- *Tourism Area signs and Product Placement*
- *Arizona Indian Festival Website*
- *AAITA Marketing Partnerships*

**Western Week
events gathered more
than 34,100 attendees
collectively !**





SPONSORSHIP OPPORTUNITIES

PRESENTING SAGUARO SPONSOR (3 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
- Recognition on the Official AAITA Parade Entry (banners and signage)
- 2 Annual AAITA Membership
- One (1) 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
- 1 Annual AAITA Membership
- One (1) 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

Claim your branding opportunity today!

**Sponsorship letters of support
are DUE by December 1, 2023**

IN-KIND DONATIONS LIST

- **Print Sponsor:** signage, printed flyers, and posters, for event marketing
- **Media Sponsor:** print/digital and/or radio advertising
- Event Material and Equipment

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 and stage call-outs



In 2022, statewide tourism direct spending accounted for \$28 Billion in the Arizona economy.

In 2022, attracted 40.19 million overnight visitors.

Don't Forget!
Sponsorship Letters of Support are
DUE by December 1, 2023

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:
AAITA Board President: Rory Majenty
PO Box 268
3370 N. Hayden Rd. #123
Scottsdale, AZ 85251

ARIZONA AMERICAN INDIAN TOURISM ASSOCIATION
INFO@arizonaindiantourism.org | www.ArizonaIndianTourism.org
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