

ARIZONA INDIGENOUS CULINARY EXPERIENCE

MUSEUM OF THE WEST - OLD TOWN
SCOTTSDALE

PRESENTED BY THE ARIZONA AMERICAN INDIAN TOURISM ASSOCIATION

NOVEMBER 18, 2023





ABOUT THE ARIZONA INDIGENOUS CULINARY EXPERIENCE

The Arizona American Indian Tourism Association (AAITA) will host the annual Arizona Indigenous Culinary Experience event held at the Museum of the West in Downtown Scottsdale in conjunction with Native American Heritage month on November 18, 2023.

The fifth annual Arizona Indigenous Culinary Experience is a cocktail format event which 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 Indigenous Culinary Experience partnership with the Arizona Indian Festival (AIF) and Scottsdale Western Week in February generated a total sponsorship marketing value of over \$3 hundred thousand in partner media value and more than 4.9 million impressions and generated 350 media spots through print, web, television and social media. Western Week activities generated more than 34,100 attendees collectively.

AICE 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:

- *AICE Mentions*
- *AICE On-Site Signage*
- *AIF Sponsored Giveaways*
- *AIF Festival Main Stage Mentions*
- *AIF Tourism Area Signs and Product Placement*
- *AIF Parada del Sol Parade Signage*
- *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 AICE and AIF events 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 AICE and AIF events 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 AICE and AIF events 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 AICE and AIF event on signage and stage call-outs

IN-KIND DONATIONS LIST

- Print Sponsor: signage, printed broacher 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 AICE and AIF events on signage.
- Chef teams destination promotion.

Claim your branding opportunity today! Sponsorship letters of support are DUE by November 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:
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