



Sedona Parks and Recreation

*Hosted by the City of Sedona  
Department of Parks and Recreation*

**Saturday, April 15, 2017  
9:00 a.m. to 12:00 p.m.**

**Posse Grounds Park  
525 Posse Ground Road  
Sedona, AZ 86336**

The City of Sedona is hosting its 9<sup>th</sup> Annual Celebration of Spring! All organizations and exhibitors whose focus revolves around nature, gardening, crafts, community building and outdoor or physical activities for children and/or families are encouraged to become part of this annual regalia. Listed below are two ways your organization may wish to participate.

**Option 1:** Become a sponsor for this event by paying a \$500, \$1500 or \$5000 fee and in return your business name will be displayed in conjunction with the City's event advertising. Depending on the level you choose, your donation will be used to pay for a ride or large exhibit at this event. Your business name will be recognized at the ride's location that you sponsored. This fee will also reserve space at the event to set up a display and provide attendees with information regarding your organization, services or goods.

**Option 2:** Become an exhibitor for this event. Vendors will pay a commitment fee of \$50. The non-profit organizations fee is \$25 to participate. This fee reserves a space for your organization to display services and/or goods. We encourage booths/displays to be interactive for participants whenever possible. Goods or services may be sold or you may choose to simply circulate information or have demonstrations regarding your agency. What a great opportunity to bring awareness of your business to the members of our community!

**The Celebration of Spring** will begin at 9:00 a.m. and end at 12:00 p.m. Participant booths must be set up and in place by **8:30 a.m.** on the event date, no exceptions. Booth set-up and event activities will take place on the softball field located at Posse Grounds Park: 525 Posse Ground Road, Sedona, AZ 86336.

Event activities include games and crafts for children, a petting zoo, pony rides, carnival rides, an egg hunt, pictures with the Easter Bunny and exhibitor displays for families to enjoy! **Last year's participation numbers were 1500 individuals which included 676 children!** That provides great exposure for your organization.

*If you require more information please contact the Sedona Parks and Recreation Department at (928) 282-7098 or email Recreation Coordinator, Ali Baxter at [ABaxter@SedonaAZ.gov](mailto:ABaxter@SedonaAZ.gov).*



**Celebration of Spring- Registration Form**

**Sponsors:** Silver \$500, Gold \$1500, Platinum \$5000

**Registration deadline is February 20, 2017**

Sponsors will have their company names noted in conjunction with all advertising and marketing for this event. With a Silver donation you will be recognized as an event sponsor. With a Gold donation you will be associated with a ride. With a Platinum donation your organization will be recognized with an attraction/entertainment. Example: The Duck Races are provided, courtesy of Platinum Sponsor, *Your Name Here*. We encourage you to set up a booth at the event and please provide us with a company banner if you wish to have it displayed.

**Exhibitors:**

**Registration deadline is March 27, 2017**

**Non-Profit Organizations:** \$25.00

Will be provided with a 12'x12' space for booth display.

**Vendors:** \$50.00

Vendor booths are encouraged to be interactive for the public. Will be provided with a 12'x12' space for booth display.



**Exhibitors must provide their own booth set-up, (table, chairs and/or shade structures.) Shade structures must be anchored down securely. All exhibitors are allowed to set up their displays as early as 7:00 a.m. but no later than 8:30 a.m. All cars must be off the field by 8:30 a.m.!**

Name of Organization: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

Mailing address: \_\_\_\_\_

Sedona Business Registration ID/Number: \_\_\_\_\_  
(If applicable)

Brief description of your exhibit: \_\_\_\_\_ Enclosed Fee: \$ \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**Mail Registration Forms To:**

City of Sedona ATTN: Parks and Recreation Department  
102 Roadrunner Drive  
Sedona AZ, 86336 Fax# 204-7163  
ABaxter@SedonaAZ.gov



# Celebration of Spring Sponsorship



	<b>Silver \$500</b>	<b>Gold \$1500</b>	<b>Platinum \$5000</b>
<b>Sponsor logo on P&amp;R event webpage</b>	X	X	X
<b>Sponsor logo on event flyers</b>	X	X	X
<b>Sponsor mention in press release</b>	X	X	X
<b>Sponsor banner displayed at event</b>	X	X	X
<b>Sponsor logo in social media marketing</b>	X	X	X
<b>Mention in radio commercials</b>		X	X
<b>Sponsor logo in colored newspaper advertisements</b>		X	X
<b>Sponsor recognition during event announcements</b>		X	X
<b>Sponsor association with a carnival ride</b>		X	X
<b>Sponsor association with an attraction/entertainment (duck races, magician, etc)</b>			X
<b>Sponsor driven ideas and opportunities</b>			X

Those organizations providing an agreed upon number of volunteers may be considered a Silver Sponsor of the event and receive the same benefits associated with that level.