



Community & Special Events



CITY OF TOLLESON



PARKS & RECREATION

Looking for a Meaningful Way to Support Your Community? Join Us as a Sponsor for Tolleson's 2025 Event Season!

If you're searching for a fulfilling way to make a positive impact on your community this year, then look no further! The City of Tolleson Parks and Recreation Department cordially invites you and your organization to become a proud sponsor for our upcoming event season.

Tolleson, with its unique blueprint, is a city that prides itself on maintaining a delicate balance between a rich and glorious past and an exciting and promising future. Our community embraces opportunities and progress with open arms and generous hearts.

Located in Tolleson, our city is known for hosting renowned special events that bring people from all walks of life together to celebrate culture and foster a sense of belonging. Our events showcase the strong sense of community and liveliness that we experience in this P.L.A.C.E. (The P.L.A.C.E—Paseo de Luces Arts Center for Entertainment)

By becoming a sponsor for our 2025 event season, you will have the chance to actively contribute towards the success of these special occasions while simultaneously giving back to the community that has given us so much.

Your sponsorship will help us continue to organize and host these exceptional events, ensuring that they remain accessible to all residents and visitors alike. Additionally, your support will enable us to enhance and expand our offerings, guaranteeing an even more unforgettable experience for everyone involved.

This is an incredible opportunity to showcase your organization's commitment to community development and to align your brand with the values of Tolleson. By partnering with us, you will not only be contributing to the success of our events but also promoting the growth and prosperity of the community as a whole.

Join us in making a lasting impact on Tolleson by becoming a sponsor for our 2025 event season. Together, we can create a future filled with even more memorable moments, cultural celebrations, and a thriving sense of togetherness. Contact us today to learn more about how you can get involved and make a difference in our wonderful community.

Enclosed you will find the 2025 sponsorship information which outlines the various sponsorship opportunities. If you have any questions, or have sponsorship ideas/ suggestions of your own, please contact us at (623) 936-2762 or events@tolleson.az.gov. We are excited to welcome you as a partner in helping to support our community.

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Tolleson Events

Founder's Whoopee Daze Festival

July 4th Celebration

Luces de Navidad



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Sponsorship Opportunities

Founder's Whoopee Daze Festival

Title Sponsor—\$7,500

Main Stage Sponsor—\$3,000

Parade Sponsor—\$2,000

Corporate Sponsor—\$1,500

Community Sponsor—\$500

July 4th Celebration

Title Sponsor—\$10,000

Main Stage Sponsor—\$5,000

Corporate Sponsor—\$2,500

Community Sponsor—\$500

Luces de Navidad

Title Sponsor—\$7,500

Main Stage Sponsor—\$2,500

Corporate Sponsor—\$1,500

Community Sponsor—\$500



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Title Sponsor

- * Presenting sponsor of Community/Festival event
 - * Full page ad in the festival program *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
 - * Organization name on promotional item
 - * One (1) 10x10 booth
- * First Right of Refusal:** Your company will have the first right of refusal for sponsorship opportunity for one year.



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Main Stage Sponsor

* Sponsor will receive category exclusivity

* Sponsor logo inclusion on all print media, event marketing and collateral materials

* Sponsor name will be announced at main stage periodically throughout the event

* Sponsor logo inclusion on all on site marketing materials

* 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.



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Corporate Sponsor/Parade

- * 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



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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.

Founders Whoopie Daze Festival- Tolleson's most storied home town event which has been presented for over 60 years. This event includes live entertainment, carnival, youth day, food and craft vendors, contests, Whoopie Factor, softball tournament and much more.

Date: April 4-6, 2025 **Projected Attendance over 3 days:** 5000+

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 & craft booths and a 20 minute fire-works display.

Date: July 4, 2025 **Projected Attendance:** 5000+

Luces de Navidad- Holiday memories is what we make here in Tolleson. Luces de Navidad has been hosted for over 25 years. Our Festival hosts our annual Holiday Light parade, carnival rides, live entertainment, food and craft booths, contests, Santa Claus, Arts & Crafts and much more.

Date: December 14-15, 2025 **Projected Attendance over 2 days:** 5000+

Location: Events are held at Veterans Park, 8601 W. Van Buren or Paseo de Luces Downtown Tolleson between 91st & 94th Avenues and Van Buren Street.

Parking: Free parking is available on-site and at assigned locations with free shuttles running throughout day.

Admission: All festivals are free to the public.

Again, we would like to thank you for considering this invitation to become a partner with the City of Tolleson. For any questions or to discuss any sponsorship opportunities please contact Francis Ortiz at Francis.Ortiz@tolleson.az.gov or at (623) 936-2762.



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