

# 2022 PARADE SPONSORSHIP OPPORTUNITIES



SCOTTSDALE  
**PARADA**  
DEL SOL







The real winners this spring.

## The Charro Foundation

Since 1961, the Scottsdale Charros have hosted spring training baseball in Scottsdale Stadium. Our partnership with the City of Scottsdale and Major League Baseball has resulted in donations of over \$15 million to hundreds of deserving local charities and public education.



To learn more about our contributions, visit [charros.com/giving-back](https://charros.com/giving-back)

# Scottsdale Charros



**F**ormed in 1961, the Scottsdale Charros are an all-volunteer group of business and civic leaders dedicated to providing support and funding for youth programs, educational scholarships and grants to local charities. With a history of innovative fundraising, the Charros have leveraged spring training baseball as a chief economic driver in Scottsdale. Funds raised through the sale of Charro Lodge passes and stadium advertising are donated back to the community, making the Charros one of the community's largest philanthropic contributors.

Spring Training is the premier annual fundraising event for the Charros, we welcome more than 200,000 people during the month of March to Scottsdale Stadium, making it one of the top destinations for Spring baseball. When you purchase a Charro Lodge ticket or take advantage of Spring Training advertising opportunities, you are supporting our schools and our community.



## OUR PARTNERS





# SCOTTSDALE PARADA DEL SOL PARADE



## Parada History

The Parada del Sol Historic Parade has been a Scottsdale, AZ tradition for over 65 years. The streets of Old Town Scottsdale welcome over 30,000 spectators and nearly 150 Parade entries marching down Scottsdale Road.

Beginning immediately after the Parade, The Trail's End Festival is a huge block party for all ages, featuring live concerts, food, and fun. And the KIDZ Zone with games, pony rides and much more will keep the lil cowpokes happy. There will be many food and merchandise vendors located throughout the area and food trucks featured during the Trail's End Festival.

The Parada del Sol had its beginning in 1951 as the Sunshine Festival. The newly incorporated City of Scottsdale sponsored the Sunshine Festival, which consisted of a brief parade through downtown Scottsdale, and ended with a family barbecue. In 1956, the first rodeo was added, and the name Sunshine Festival was changed to Parada del Sol. Translated from spanish, parada del sol means "walk in the sun."

## Parade Route

This year's Parade embarks from Drinkwater Boulevard south down Scottsdale Road, turns right on 1st Street, then left on Marshall Way, turns east on Second Street and concludes heading north on Brown Avenue to Indian School Road.

## Schedule: Saturday, February 5, 2022

These are a tentative date and times, yet to be confirmed.

**Parade:** 10:00 am to 12 noon

**Trail's End Festival:** 12 noon to 5:00 pm

**Stampede Street Concert:** 7:00 pm to 10:00 pm

## Spectator Demographics:

- Attendance was over 30,000 people in 2020
- Primarily families with children under 14 years old
- Secondarily middle-aged and senior adults









## SPONSORSHIP OPPORTUNITIES



### **Title Sponsor:**

**\$50,000**

The Title Sponsor's name and/or logo will accompany the Parada del Sol title (e.g. 2022 Scottsdale Parada del Sol, presented by Acme Corporation) on banners, posters, promotional materials, social media, and advertising campaigns. Includes a website banner ad on [scottsdaleparade.com](http://scottsdaleparade.com).

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### **Trail's End Festival Sponsor:**

**\$25,000**

The Trail's End Festival Sponsor's name and/or logo will accompany the Trail's End Festival title (e.g. Trail's End Festival, sponsored by Globex Corporation) on banners, posters, promotional materials, social media and advertising campaigns. Includes a website banner ad on [scottsdaleparade.com](http://scottsdaleparade.com).

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### **Stampede Concert Sponsor:**

**\$20,000**

The Stampede Concert Sponsor's name and/or logo will accompany the Stampede Concert title (e.g. Stampede Concert, sponsored by Initech Corporation) on banners, posters, promotional materials, social media and advertising campaigns. Includes a website banner ad on [scottsdaleparade.com](http://scottsdaleparade.com).

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### **Hispanic Village**

**\$10,000**

The Hispanic Village Sponsor's name and/or logo will accompany the Hispanic Village title (e.g. Hispanic Village, sponsored by Initech Corporation) on banners, posters, promotional materials, social media and advertising campaigns. Includes a website banner ad on [scottsdaleparade.com](http://scottsdaleparade.com).

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### **KIDZ Zone Sponsor:**

**\$10,000**

The KIDZ Zone is the spot for kids to play during and after the Parade. Enjoy games, multiple jump houses, a petting zoo, food and drinks, and more. The sponsor's name and/or logo will accompany the KIDZ Zone title (e.g. KIDZ Zone, sponsored by Initech) at the entry gate, as well as on banners, posters, promotional materials, social media, and advertising campaigns. Includes a website banner ad on [scottsdaleparade.com](http://scottsdaleparade.com).

## SPONSORSHIP OPPORTUNITIES



### Stage Sponsors:

**\$7,500**

Stage Sponsors will have their name and/or logo on banners on one of three large grandstand stages along the Parade route. Grandstand stages will feature musical artist performances during the Trail's End Festival, after the Parade. Includes a website banner ad on [scottsdaleparade.com](http://scottsdaleparade.com).

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### Announcer Stand Sponsors:

**\$5,000**

Announcer Stand Sponsors will be designated at sections along the route. Announcer Stand Sponsor's name and/or logo will appear on the stand, fence banners, and grandstand stage banners (public address opportunities available).

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### Parade Division Sponsors:

**\$3,500**

Parade Division Sponsors will have their name and/or logo on a Parade banner, and have the opportunity to carry their banner in the Parade, leading their Parade Entry Division.

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### VIP Bleacher Sponsors:

**\$3,500**

VIP Seating Section Sponsors will have their name and/or logo on banners in the VIP Bleacher Seating Sections along the Parade route. Each sponsor will be assigned a specific bleacher section and will receive 20 reserved seats on those bleachers.



## SPECIAL MARKETING OPPORTUNITIES



### Cup Sponsor:

**\$4,000**

The Cup Sponsor's logo and/or name will appear on drink cups, and also appear on banner at the bar areas. Drink cups are used with all wine, cocktails and liquor purchases.

### Koozie Sponsor:

**\$4,000**

The Koozie Sponsor's logo and/or name will appear on koozies, and also appear on banner at the bar areas. Koozies are provided with all beer purchases in cans and bottles.

### Drink Ticket Sponsor:

**\$2,500**

The Drink Ticket Sponsor will be afforded an advertisement on the back of the drink tickets. Their logo and/or name will also appear on banner at the bar areas.

### Moving Digital Banner:

**\$750**

A 10 second, rotating image advertisement on a digital mobile billboard traveling within the parade.

### Website Banner Ad:

**\$500**

Website banner ads can be purchased for the Parada del Sol website at [scottsdaleparade.com](http://scottsdaleparade.com)









## CONTACT INFO



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