

Spring Festival

anthem.
BY DEL WEBB
AT MERRILL RANCH

Saturday, March 10, 2012



FLORENCE HOSPITAL
at ANTHEM
"Door to Doc in 31 Minutes"™

11 AM- 7 PM

Sponsor



Packet
SanTanValley
1.com



**YOUR LOGO
HERE**
Diamond Sponsor - p.5

**YOUR LOGO
HERE**
Ticket Booth Sponsor – p.8



**YOUR LOGO
HERE**
Beer Garden Sponsor – p.7

**YOUR LOGO
HERE**
Vendor Passport Sponsor – p.7

**YOUR LOGO
HERE**
Main Stage Sponsor – p.7



www.amrevents.com/festival

Vision

The Annual Anthem at Merrill Ranch Spring Festival is a fun-filled carnival for all ages. This event is meant to bring the entire community together in celebration of Spring.

The community of Anthem at Merrill Ranch is proud to present this exciting opportunity to the general public. All ages will enjoy food, music, entertainment, rides and games.

On Saturday, March 10th, we will come together to enjoy the new year, sunshine, and good company that each spring brings. It is sure to be a fun filled day of entertainment, rides, and food for the entire region.

Demographics

The attendee demographic for this event is all-encompassing. The event is designed with aspects applicable to all ages including kids, teens, young adults, adults and active adults. We expect this event to provide enjoyment for a wide range of attendees. Entrance to the event is free to all attendees.

Attendance marketing efforts will be directed to the following areas of the state of Arizona:

- Anthem at Merrill Ranch
- Florence
- San Tan Valley
- Queen Creek
- Coolidge
- Casa Grande
- Gilbert
- Chandler

Projected 2012 Attendance: ≈ 3,000+

2011 Attendance: ≈ 2,200

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Note to Sponsors

**SPONSORSHIP DEADLINE IS:
Friday, February 3, 2012**

As a Sponsor of the annual Spring Festival you will be part of an amazing annual event brought to the residents of Anthem at Merrill Ranch, the Town of Florence, and cities from all around the southeast valley.

The Spring Festival admission is free, open to the public, and intended for all ages.

This is one of five large scale annual events planned at Anthem at Merrill Ranch that are open to the public.

In an effort to not commercialize this event, there are a limited number of sponsorship opportunities available. This is your opportunity to partner with Anthem at Merrill Ranch for what will be one of the most exciting festivals in the southeast valley.

The following pages give a description of each sponsorship package. When you have decided which package is appropriate for your business, please contact Event Director, Chris Reeder at (520) 723-6631 to secure your sponsor package.

ALL sponsors attending the Spring Festival are required to have a Special Event Vendor Permit from the Town of Florence. Those exchanging money at the event also will be required to have a Town of Florence Business License. Please contact the Town Clerk's office at (520) 868-7552 for your Permit/License. There may be a \$10.00 fee associated with your Vendor Permit/Business License. If your Special Event Permit is not displayed at your vendor booth, the Town of Florence will insist your booth be closed down.

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Sponsorship Packages

**SPONSORSHIP DEADLINE IS:
February 3, 2012**



PREMIER SPONSOR (1 Available)

Premier Sponsor

As the Premier Spring Festival Sponsor you will be recognized as the **Premier Sponsor** on all signage, marketing material and documentation, as well as a full page marketing insert in the festival attendee bag. Attendees will know that your company played a key role in making the event possible.

Sponsorship: \$4,000

The Premier Sponsor receives:

- Presence on all advertising as emblem for our 2012 Spring Festival
- Banner display for event
- Prominent recognition on event website
- Your coupon or promotion for event participants at initial entry
**Sponsor must provide item*
- Prominent signage in event
- Verbal recognition by Event Emcee
- Display Booth at 2012 Spring Festival
 - Cornerstone location at event entrance
 - Increased foot traffic due to booth location
 - (1) 10' x 10' covered area
 - (1) 8' tables
 - (1) Table linens
 - (2) Folding chairs
- Full business listing on the Community Business Partners pages on both the Anthem Parkside at Merrill Ranch AND Sun City Anthem at Merrill Ranch online portal for 6 months (\$1,200 value) **Sponsor must provide item*
- 30-second advertisement on Anthem at Merrill Ranch community television channel for 6 months; shown minimum of 20 times per day (\$1,000 value)
**Sponsor must provide item*
- Full Page insert in each attendee bag (*Sponsor must provide item*)
- 50 Single Unlimited Wristbands
- Cross promotion advertising within community

**Marketing Value of
over \$2,800**

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Sponsorship Packages

**SPONSORSHIP DEADLINE IS:
February 3, 2012**

DIAMOND SPONSOR (1 Available)

Diamond Sponsor

As the Diamond Spring Festival Sponsor you will be recognized as the ***Diamond Sponsor*** on all signage, marketing material and documentation, as well as a full page marketing insert in the festival attendee bag.

Attendees will know that your company played a key role in making the event possible.

Sponsorship: \$3,000

The Premier Sponsor receives:

- Presence on all advertising as Diamond Sponsor of the 2012 Spring Festival
- Banner displayed on or near the Giant Expo Ferris Wheel at the event
- Prominent recognition on event website and all print materials
- Your coupon or promotional item given to all participants at initial entry
**Sponsor must provide item*
- Prominent signage inside the event
- Verbal recognition by Event Emcee
- Display Booth at 2012 Spring Festival
 - Cornerstone location at event entrance
 - Increased foot traffic due to booth location
 - (1) 10' x 10' covered area
 - (1) 8' tables
 - (1) Table linens
 - (2) Folding chairs
- Full business listing on the Community Business Partners pages on both the Anthem Parkside at Merrill Ranch AND Sun City Anthem at Merrill Ranch online portal for 6 months (\$1,200 value)
**Sponsor must provide item*
- 30-second advertisement on Anthem at Merrill Ranch community television channel for 6 months; shown minimum of 20 times per day (\$1,000 value)
**Sponsor must provide item*
- Full Page insert in each attendee bag
**Sponsor must provide item*

**Marketing Value of
over \$2,200**

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Sponsorship Packages

**SPONSORSHIP DEADLINE IS:
Friday, February 3, 2012**



PLATINUM SPONSOR (2 available)



**Show potential clients the family-friendly nature
of your company - Be one of our Platinum Sponsors!**

Sponsorship: \$1,500

The Platinum Sponsor receives:

- Presence on the event program as a Platinum Sponsor
- Recognition on the event website and all promotional materials
- Coupon or price break for all event attendees at initial entry

**Sponsor must provide:*

- Display Booth at the event location
 - Corner location at event
 - Increased foot traffic due to booth location
 - (1) 10' x 10' covered area
 - (1) 8' Table
 - (1) Table linen
 - (2) Folding chairs

- 30-second advertisement on Anthem at Merrill Ranch community television channel for 6 months, shown minimum of 10 times per day (\$1,000 value)

**Sponsor must provide item*

**Marketing Value of
over \$1,000**

ONLY 1 LEFT!

www.amrevents.com/festival

Sponsorship Packages

**SPONSORSHIP DEADLINE IS:
Friday, February 3, 2012**

GOLD SPONSORS (3 available)

**Show potential clients the style of your company -
Become a Spring Festival Gold Sponsor!**

Beer Garden Area Sponsor

Show potential clients the fun, feisty nature of your company. The Beer Garden area may consist of table seating and lawn games within a fenced, secure area. All adults will be admitted into the Beer Garden at no charge. There will be a per beer fee for all beverages.

Beverage cups or wristbands may be customized with your logo for an additional fee.

Additional bonus~ 25% of all sale proceeds will go to a local charity!

Sponsorship: \$800

Vendor Passport Sponsor

Each Spring Festival Vendor will participate in the Vendor Passport Program. Festival attendees will receive a passport at the Festival entrance, featuring your logo and tag line. Vendor Passport signage throughout the event as well as at each vendor booth will include your company information. All attendees completing their passport will be entered into a Passport raffle in which your company representative will be invited to select the winning passport and announce the Passport winner.

Sponsorship: \$800

Main Stage Sponsor

The Main Stage will be near the food vendors and Beer Garden. Ongoing live music and entertainment will ensure your company receives a lot of visibility during the event. All Main Stage signage located at the stage and throughout the event will promote your company image.

Sponsorship: \$800

Each Gold Sponsor will receive:

- Presence on all media advertising in support of the 2012 Spring Festival
- Recognition on event website and print materials
- Prominent signage in their Sponsored Area (see above)
- Display Booth at the 2012 Spring Festival
 - Cornerstone location at event
 - Increased foot traffic due to booth location
 - (1) 10' x 10' covered area
 - (1) 8' Table
 - (1) Table linen
 - (2) Folding chairs

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Sponsorship Packages

**SPONSORSHIP DEADLINE IS:
Friday, February 3, 2012**

TICKET BOOTH SPONSOR (1 available)

**Reach every ride ticket buyer -
Sponsor Spring Festival ticket booths!**

Ticket Booth Sponsor

Two professional ticket booths will be providing general Spring Festival information to guests in addition to selling festival tickets and wristbands. Each Booth will be wrapped with a custom booth wrap displaying your company logo. Ticketing signage throughout the event as well as at each booth will feature your company information. Event wristbands may be customized with your logo for an additional fee.

Sponsorship: \$1,500

The Ticket Booth Sponsor will receive:

- Presence on all media advertising in support of the 2012 Spring Festival
- Recognition on event website and print materials
- Prominent signage wrapped on each festival ticket booth
- Display Booth at the 2012 Spring Festival
 - * Cornerstone location at event
 - * Increased foot traffic due to booth location
 - * (1) 10' x 10' covered area
 - *(1) 8' Table
 - *(1) Table linen
 - *(2) Folding chairs



www.amrevents.com/festival



Spring Festival

anthem.
BY DEL WEBB
AT MERRILL RANCH

Contact Us

Don't forget...

Friday, February 3rd is your last chance to secure sponsorship!

The 2012 Anthem at Merrill Ranch

Spring Festival

Event Director
Phone Number:
E-Mail:

Christine Reeder
(520) 723-6631
Christine.Reeder@OurAnthemMR.net

Communications Coordinator
Phone Number:
E-Mail:

Jaclyn Revis
(520) 723-6613
Jaclyn.Revis@OurAnthemMR.net

SECURE YOUR SPONSORSHIP BY CALLING TODAY!

520.723.6631

www.amrevents.com/festival

Sponsor

Application & Contract

Anthem at Merrill Ranch
Community Park
Merrill Ranch Pkwy & Anthem Wy
Florence, AZ



NOTE: Please contact the Town of Florence Clerk's office at (520) 868-7552 for your Special Event Vendor Permit and/or Business License. The Town of Florence will be onsite, monitoring the event.

All Event Sponsorships **MUST** be secured by Friday, February 3, 2012. Secure yours **EARLY** to ensure availability!

Saturday, March 10, 2012 • 11AM – 7PM

STEP 1: SPONSOR INFORMATION (Please Print Clearly)

Company Name:	Today's Date:		
Address:	City:	State:	Zip:
Telephone: ()	Ext.	Fax: ()	
Authorized Representative Name:	Title:		
E-Mail Address:			

STEP 2: SPONSORSHIP PACKAGES (select one)

Sponsorship Package	Sponsorship Type	Sponsorship Cost
PREMIER – SOLD OUT (1 Available)	Event Premier Sponsor SOLD OUT	\$4,000 (SOLD OUT)
DIAMOND (1 Available)	Event Diamond Sponsor	\$3,000
PLATINUM SOLD OUT (2 Available)	Event Sponsors	\$1,500 (SOLD OUT)
GOLD (3 Available)	Beer Garden, Vendor Passport, or Main Stage (circle one)	\$800
TICKET BOOTH (1 Available)	Total of Two Ticket Booths	\$1,500

STEP 2: SPECIALTY SPONSORSHIPS (select one, \$400 each)

FOOD COURT AREAS		DOG AGILITY COURSE
PONY RIDES & PETTING ZOO	REGISTRATION BAGS	STINGRAY PETTING ZOO

ADMINISTRATIVE (Do not write in this section)

Received Contract	Received Payment	Booth Number
Notes:		

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STEP 4: PAYMENT OPTIONS Final Registration Deadline: Feb 3, 2012

If referred, name of business that referred you:

A. **SIGN AND FAX** all 3 pages of Application to AMRCC FAX: (520) 723-6659

B. **MAKE CHECKS PAYABLE TO:** Anthem at Merrill Ranch Community Council

C. **MAIL copy of this Application with Payment to:**

AMRCC (ATTN: Spring Festival), 3200 N. Anthem Way, Florence, Arizona 85132

D. **Check here if you need to be invoiced:**

Contact information for Invoicing (if different than on page 1)

Company Name: _____

Address: _____

City/State/Zip: _____

Contact Person: _____ Title: _____

Phone: _____ Ext: _____ Fax: _____

E-Mail: _____

E. **CONTACT** AMRCC Communications Coordinator for payment options (credit cards, etc.) at:

(520) 723-6613 DIRECT LINE

E-Mail: Jaclyn.Revis@OurAnthemMR.net

Exhibitor/Sponsor Contract Terms and Conditions

No Guarantee of Results

I, _____ (henceforth known as "Event Sponsor") as a sponsor of the 2012 Anthem at Merrill Ranch Spring Festival understand that the service or product I represent does not have exclusivity at this event.

Payments

Anthem at Merrill Ranch Community Council, Inc. (AMRCC) is not required to provide any booth space unless this signed contract is received by AMRCC on or before February 3, 2012, Sponsor completes its booth's setup a minimum of 45 minutes prior to opening of the Festival, and if payment is not received within 15 days of receipt of Sponsor Contract, booth may not be available. Invoiced Sponsors will be given 30 days to fulfill payment. There will be no refunds on sponsor deposits for any reason. There will be no refunds on Sponsor payments. Sponsor will pay any costs for collection, including reasonable attorney's fees and returned check expenses – for any amounts not paid by Sponsor to AMRCC when due. If no notification in writing of cancellation has been received within 30 days of receipt of contract for invoiced Sponsors and 15 days after receipt of contract for all other Sponsors, Sponsor will be held financially responsible for the space rental. In the event that any taxes or other impositions are due to any governmental authority related to the exhibit of Sponsor, such payments shall be the sole responsibility of the Sponsor. Sponsor shall promptly pay any such payments.

Insurance

Prior to the event, Event Sponsor agrees to provide the Anthem at Merrill Ranch Community Council, Inc. a valid certificate of insurance demonstrating commercial general liability insurance with a limit of at least one million dollars (\$1,000,000) combined single limit per occurrence naming the Anthem at Merrill Ranch Community Council, Inc. as additionally insured. If Event Sponsor will be providing any professional services as part of their exhibit, the aforementioned certificate of insurance shall also include evidence of professional liability insurance with a limit of at least one million dollars (\$1,000,000) per claim and policy aggregate. Event Sponsor also agrees to provide proof of statutory Workers Compensation Insurance and, finally, copies of all applicable licenses and certifications necessary to provide the services and/or work described herein.

Exhibit Space

AMRCC reserves the right to reposition location of Sponsor booth in advance of the event for any reason it deems necessary, although AMRCC will attempt to fulfill any reasonable booth requests.

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Booth Installation

Booth setup is the full responsibility of the Sponsor. Sponsor's loading vehicles must be removed from all loading areas as soon as unloaded. All displays must remain assembled and staffed throughout event hours until official conclusion time, since disassembling Sponsor displays prior to event conclusion is disruptive to the event. Sponsor shall be solely responsible for Sponsor's display and personal property, including but not limited to Sponsor products, furniture, equipment, records, written materials, computers, exhibits and signs.

Company Authorized Representative

Sponsor must designate one person as it's authorized representative at the booth, such that any written or verbal notices given to the authorized representative shall be deemed received by Sponsor. Technically trained people must staff the booth of the Sponsor.

Inclement Weather

In the case that the 2012 Spring Festival experiences inclement weather, the Event Exhibitor acknowledges that no refunds will be given under any circumstance. Event Exhibitor also acknowledges that protection of personal property (i.e. advertising collateral, product displays, signs/banners, etc) is the sole responsibility of the Event Exhibitor and under no circumstance shall Anthem at Merrill Ranch or any of its partners (listed within Mutual Indemnification below) be held responsible for damages caused by inclement weather or its effects.

Mutual Indemnification

Subject to any limitations stated in this Agreement, Event Exhibitor will indemnify, defend and hold harmless Anthem at Merrill Ranch Community Council, Inc., Sun City Anthem at Merrill Ranch Community Association, Inc., Anthem Parkside at Merrill Ranch Community Association, Inc., their directors, officers, agents, employees, independent contractors, representatives or executors (the "Associations"), AAM, L.L.C., Pulte Homes Corporation, their officers, directors, employees, and trade contractors and any of their affiliates from and against all claims and actions, including attorneys' fees, arising out of damages or injuries to persons or tangible property caused by a negligent act, error or omission of Event Exhibitor or any of Event Exhibitor's agents, trade contractors and employees in the performance of services under this Agreement. Event Exhibitor will not be responsible for any loss, damage, or liability arising from the sole negligence of the Association, the Association's trade contractors, agents, staff or consultants.

Complete Agreement

This contract incorporates and constitutes the full understanding of the parties and supersedes any and all prior agreements, understandings and representations. The parties hereby agree that there are no other understanding or agreements between the parties which are not contained in this Contract.

No Partnership

This Contract shall not be construed to create a partnership between AMRCC and Exhibitor or otherwise to create any relationship or agency. Exhibitor may not act on behalf of AMRCC without first receiving writing authorization.

AMRCC Authority

AMRCC shall have the right and authority to modify various conditions of the 2012 Spring Festival including the times and content of the various seminars (if applicable) and the times during which attendees may view booths. Furthermore, AMRCC may determine, in its discretion, that the content of the Exhibitors booth is detrimental to 2012 Spring Festival in which event Exhibitor shall comply with all reasonable directions of AMRCC on changes and modification. In no event will AMRCC be required to modify or require closure of any booth.

Agree to Terms

Event Exhibitor accepts all terms as stated above. In signing this document Event Exhibitor acknowledges their responsibility to provide correct and timely payment, secure event insurance meeting the requirements stated above, promote the event whenever possible and maintain an open line of communication with the Communication Coordinator, Jaclyn Revis (Jaclyn.Revis@OurAnthemMR.net). Failure to adhere to the terms of this contract may result in Event Exhibitor status being revoked.

Town of Florence Compliance

ALL sponsors attending the Spring Festival are required to have a Special Event Vendor Permit from the Town of Florence. Those exchanging money at the event also will be required to have a Town of Florence Business License. Please contact the Town Clerk's office at (520) 868-7552 for your Permit/License. There may be a \$10.00 fee associated with your Vendor Permit/Business License. If your Special Event Permit is not displayed at your vendor booth, the Town of Florence will insist your booth be closed down.

Company Authorized Representative (Print Name): _____

Authorized Rep. Signature: _____ Date: _____

AMRCC Representative (Print Name): _____

AMRCC Rep. Signature: _____ Date: _____