



SIGNATURE EVENTS



INDUSTRIAL DAYS

INDUSTRIAL DAYS

DATE: April 17-18, 2020

LOCATION: [Water Street District](#)

ATTENDANCE: 1,000-3,000

EVENT PROFILE: In observation of our rich history, the City of Henderson will take a walk through the decades as we honor our past, celebrate our present, and shine the light on our future during this community event. Celebrating our industrial heritage and taking place in the Historic Water Street District, the festival will create new and vibrant connections between the former Industrial Days event and our new event, forging the past into the future.

AVAILABLE SPONSORSHIPS

Bronze - \$75

Deadline 4 weeks before event

- Sponsor logo placed on the 6'x4' sponsor recognition banner prominently displayed on-site

Silver - \$150

Deadline 4 weeks before event

- Sponsor logo placed on the 6'x4' sponsor recognition banner prominently displayed on-site
- Linked sponsor logo displayed on the City of Henderson event webpage

Gold - \$300

Deadline 4 weeks before event

- Sponsor logo placed on the 6'x4' sponsor recognition banner prominently displayed on-site
- Linked sponsor logo displayed on the City of Henderson event webpage
- 10'x10' booth space includes one 6' table and two chairs
- Sponsor flyer, brochure, coupon or promo items placed at the City of Henderson Information Booth on-site

Platinum - \$500

Deadline 4 weeks before event

- Sponsor logo placed on the 6'x4' sponsor recognition banner prominently displayed on-site
- Linked sponsor logo displayed on the City of Henderson event webpage
- 10'x10' booth space includes one tent, one 6' table and two chairs
- Sponsor flyer, brochure, coupon or promo items placed at the City of Henderson Information Booth on-site
- Display up to three sponsor-provided banners, max. size 4'x3'

Magnesium - \$1,000

Deadline 10 weeks before event

- Sponsor logo placed on the 6'x4' sponsor recognition banner prominently displayed on-site
- Linked sponsor logo displayed on the City of Henderson event webpage
- 10'x10' booth space includes one tent, one 6' table and two chairs
- Sponsor flyer, brochure, coupon or promo items placed at the City of Henderson Information Booth on-site
- Display up to three sponsor-provided banners, max. size 4'x3'
- Sponsor logo included on event collateral pieces, e.g. posters, flyers, postcards, door hangers
- Sponsor name mentioned during event announcements

Additional Sponsorship Opportunities

- Full Event Naming Rights
- Main Stage Sponsorship
- Lawn Game Sponsorship



ART FESTIVAL OF HENDERSON



ART FESTIVAL OF HENDERSON

DATE: May 9-10, 2020

LOCATION: Water Street District

ATTENDANCE: 6,000-10,000

EVENT PROFILE: Art Festival of Henderson has been a Mother's Day weekend tradition for over 20 years. Artists from around the country showcase and sell their original artwork transforming Water Street into an arts district for the weekend. The event features live entertainment, artist demonstrations, a variety of food vendors, and a chalk art competition.

AVAILABLE SPONSORSHIPS

Bronze - \$250

Deadline 4 weeks before event

- Sponsor logo placed on the 6'x4' sponsor recognition banner prominently displayed on-site

Silver - \$450

Deadline 4 weeks before event

- Sponsor logo placed on the 6'x4' sponsor recognition banner prominently displayed on-site
- Linked sponsor logo displayed on the City of Henderson event webpage

Gold - \$1,000

Deadline 4 weeks before event

- Sponsor logo placed on the 6'x4' sponsor recognition banner prominently displayed on-site
- Linked sponsor logo displayed on the City of Henderson event webpage
- 10'x10' booth space includes one 6' table and two chairs
- Sponsor flyer, brochure, coupon or promo items placed at the City of Henderson Information Booth on-site

Platinum - \$1,500

Deadline 4 weeks before event

- Sponsor logo placed on the 6'x4' sponsor recognition banner prominently displayed on-site
- Linked sponsor logo displayed on the City of Henderson event webpage
- 10'x10' booth space includes one tent, one 6' table and two chairs
- Sponsor flyer, brochure, coupon or promo items placed at the City of Henderson Information Booth on-site
- Display up to three sponsor-provided banners, max. size 4'x3'

Magnesium - \$3,000

Deadline 10 weeks before event

- Sponsor logo placed on the 6'x4' sponsor recognition banner prominently displayed on-site
- Linked sponsor logo displayed on the City of Henderson event webpage
- 10'x10' booth space includes one tent, one 6' table and two chairs
- Sponsor flyer, brochure, coupon or promo items placed at the City of Henderson Information Booth on-site
- Display up to three sponsor-provided banners, max. size 4'x3'
- Sponsor logo included on event collateral pieces, e.g. posters, flyers, postcards, door hangers
- Sponsor name mentioned during event announcements

Additional Sponsorship Opportunities

- Stage
- Art Oasis
- Chalk Art



FOURTH OF JULY CELEBRATION



FOURTH OF JULY CELEBRATION

DATE: July 4, 2020

LOCATION: Heritage Park

ATTENDANCE: 30,000

EVENT PROFILE: Residents celebrate Independence Day in Henderson every year with great live entertainment and the time-honored traditional fireworks display. Attendees enjoy a night of family fun and concessions.

AVAILABLE SPONSORSHIPS

Bronze - \$250

Deadline 4 weeks before event

- Sponsor logo placed on the 6'x4' sponsor recognition banner prominently displayed on-site

Silver - \$450

Deadline 4 weeks before event

- Sponsor logo placed on the 6'x4' sponsor recognition banner prominently displayed on-site
- Linked sponsor logo displayed on the City of Henderson event webpage

Gold - \$1,000

Deadline 4 weeks before event

- Sponsor logo placed on the 6'x4' sponsor recognition banner prominently displayed on-site
- Linked sponsor logo displayed on the City of Henderson event webpage
- 10'x10' booth space includes one 6' table and two chairs
- Sponsor flyer, brochure, coupon or promo items placed at the City of Henderson Information Booth on-site

Platinum - \$1,500

Deadline 4 weeks before event

- Sponsor logo placed on the 6'x4' sponsor recognition banner prominently displayed on-site
- Linked sponsor logo displayed on the City of Henderson event webpage
- 10'x10' booth space includes one tent, one 6' table and two chairs
- Sponsor flyer, brochure, coupon or promo items placed at the City of Henderson Information Booth on-site
- Display up to three sponsor-provided banners, max. size 4'x3'

Magnesium - \$3,000

Deadline 10 weeks before event

- Sponsor logo placed on the 6'x4' sponsor recognition banner prominently displayed on-site
- Linked sponsor logo displayed on the City of Henderson event webpage
- 10'x10' booth space includes one tent, one 6' table and two chairs
- Sponsor flyer, brochure, coupon or promo items placed at the City of Henderson Information Booth on-site
- Display up to three sponsor-provided banners, max. size 4'x3'
- Sponsor logo included on event collateral pieces, e.g. posters, flyers, postcards, door hangers
- Sponsor name mentioned during event announcements

Additional Sponsorship Opportunities

- Full Event Naming Rights
- Main Stage Sponsorship
- Lawn Games Sponsorship
- Patriotic Make & Take Sponsorship



WINTERFEST

WINTERFEST

DATE: December 11-12, 2020

LOCATION: Henderson Events Plaza & Water Street District

ATTENDANCE: 18,000

EVENT PROFILE: The Parks and Recreation Special Events team of the City of Henderson presents the final event of the year with Winterfest 2020 in Downtown Henderson. Participants enjoy family-friendly holiday-focused entertainment, including carolers, carnival rides, children's interactive areas, gift and craft vendors, food trucks, and live entertainment. Henderson's Mayor joins Santa Clause to kick off the festivities on Friday night by lighting our 30' Christmas tree while fireworks light up the sky. On Saturday evening, the festival is topped off by a stunning lighted night parade down Water Street.

AVAILABLE SPONSORSHIPS

Bronze - \$250

Deadline 4 weeks before event

- Sponsor logo placed on the 6'x4' sponsor recognition banner prominently displayed on-site

Silver - \$450

Deadline 4 weeks before event

- Sponsor logo placed on the 6'x4' sponsor recognition banner prominently displayed on-site
- Linked sponsor logo displayed on the City of Henderson event webpage

Gold - \$1,000

Deadline 4 weeks before event

- Sponsor logo placed on the 6'x4' sponsor recognition banner prominently displayed on-site
- Linked sponsor logo displayed on the City of Henderson event webpage
- 10'x10' booth space includes one 6' table and two chairs
- Sponsor flyer, brochure, coupon or promo items placed at the City of Henderson Information Booth on-site

Platinum - \$1,500

Deadline 4 weeks before event

- Sponsor logo placed on the 6'x4' sponsor recognition banner prominently displayed on-site
- Linked sponsor logo displayed on the City of Henderson event webpage
- 10'x10' booth space includes one tent, one 6' table and two chairs
- Sponsor flyer, brochure, coupon or promo items placed at the City of Henderson Information Booth on-site
- Display up to three sponsor-provided banners, max. size 4'x3'

Magnesium - \$3,000

Deadline 10 weeks before event

- Sponsor logo placed on the 6'x4' sponsor recognition banner prominently displayed on-site
- Linked sponsor logo displayed on the City of Henderson event webpage
- 10'x10' booth space includes one tent, one 6' table and two chairs
- Sponsor flyer, brochure, coupon or promo items placed at the City of Henderson Information Booth on-site
- Display up to three sponsor-provided banners, max. size 4'x3'
- Sponsor logo included on event collateral pieces, e.g. posters, flyers, postcards, door hangers
- Sponsor name mentioned during event announcements

Additional Sponsorship Opportunities

- Full Event Presenting Rights
- Stage
- Evening Light Parade
- Gingerbread House Contest
- Holiday Workshop



CITYWIDE EVENTS



BARK IN THE PARK

DATE: March 7, 2020

LOCATION: [Cornerstone Park](#)

ATTENDANCE: 3,000-5,000

EVENT PROFILE: Bark in the Park features four hours of fun events for attendees and their dogs. Everyone – dog and human alike – can take part in a variety of contests and meet lots of beautiful dogs looking for good homes.

AVAILABLE SPONSORSHIPS

Bronze - \$75

Deadline 4 weeks before event

- Sponsor logo placed on the 6'x4' sponsor recognition banner prominently displayed on-site

Silver - \$150

Deadline 4 weeks before event

- Sponsor logo placed on the 6'x4' sponsor recognition banner prominently displayed on-site
- Linked sponsor logo displayed on the City of Henderson event webpage

Gold - \$300

Deadline 4 weeks before event

- Sponsor logo placed on the 6'x4' sponsor recognition banner prominently displayed on-site
- Linked sponsor logo displayed on the City of Henderson event webpage
- 10'x10' booth space includes one 6' table and two chairs
- Sponsor flyer, brochure, coupon or promo items placed at the City of Henderson Information Booth on-site

Platinum - \$500

Deadline 4 weeks before event

- Sponsor logo placed on the 6'x4' sponsor recognition banner prominently displayed on-site
- Linked sponsor logo displayed on the City of Henderson event webpage
- 10'x10' booth space includes one tent, one 6' table and two chairs
- Sponsor flyer, brochure, coupon or promo items placed at the City of Henderson Information Booth on-site
- Display up to three sponsor-provided banners, max. size 4'x3'

Magnesium - \$800

Deadline 10 weeks before event

- Sponsor logo placed on the 6'x4' sponsor recognition banner prominently displayed on-site
- Linked sponsor logo displayed on the City of Henderson event webpage
- 10'x10' booth space includes one tent, one 6' table and two chairs
- Sponsor flyer, brochure, coupon or promo items placed at the City of Henderson Information Booth on-site
- Two preferred parking spaces at event
- Display up to three sponsor-provided banners, max. size 4'x3'
- Sponsor logo included on event collateral pieces, e.g. posters, flyers, postcards, door hangers
- Sponsor name mentioned during event announcements



SLIDE INTO SUMMER

DATE: May 29, 2020, 11am-2pm, 2020

LOCATION: [Anthem Hills Park](#)

ATTENDANCE: 1,000

EVENT PROFILE: This event kicks off the summer season. Participants slide into summer on a giant slip-and-slide, in bounce houses, and with lawn games, food, music, and sun-safety tips. Typical attendees are families with young children.

AVAILABLE SPONSORSHIPS

Bronze - \$150

Deadline 4 weeks before event

- Sponsor logo placed on the 6'x4' sponsor recognition banner prominently displayed on-site

Silver - \$200

Deadline 4 weeks before event

- Sponsor logo placed on the 6'x4' sponsor recognition banner prominently displayed on-site
- Linked sponsor logo displayed on the City of Henderson event webpage

Gold - \$300

Deadline 4 weeks before event

- Sponsor logo placed on the 6'x4' sponsor recognition banner prominently displayed on-site
- Linked sponsor logo displayed on the City of Henderson event webpage
- 10'x10' booth space includes one 6' table and two chairs
- Sponsor flyer, brochure, coupon or promo items placed at the City of Henderson Information Booth on-site

Platinum - \$500

Deadline 4 weeks before event

- Sponsor logo placed on the 6'x4' sponsor recognition banner prominently displayed on-site
- Linked sponsor logo displayed on the City of Henderson event webpage
- 10'x10' booth space includes one tent, one 6' table and two chairs
- Sponsor flyer, brochure, coupon or promo items placed at the City of Henderson Information Booth on-site
- Display up to three sponsor-provided banners, max. size 4'x3'
- Sponsor name mentioned during event announcements

Additional Sponsorship Opportunities

- Face Painting
- Lawn Games



HERITAGE HARVEST FESTIVAL

DATE: : October 3, 2020

LOCATION: [Heritage Park Senior Facility](#)

ATTENDANCE: 2,000

EVENT PROFILE: This all-ages event returns with live entertainment, a petting zoo, bounce houses, senior fair, craft fair, games, senior health and information booths, and refreshments.

AVAILABLE SPONSORSHIPS

Bronze - \$50

Deadline 4 weeks before event

- Sponsor logo placed on the 6'x4' sponsor recognition banner prominently displayed on-site

Silver - \$150

Deadline 4 weeks before event

- Sponsor logo placed on the 6'x4' sponsor recognition banner prominently displayed on-site
- Linked sponsor logo displayed on the City of Henderson event webpage

Gold - \$300

Deadline 4 weeks before event

- Sponsor logo placed on the 6'x4' sponsor recognition banner prominently displayed on-site
- Linked sponsor logo displayed on the City of Henderson event webpage
- 10'x10' booth space includes one 6' table and two chairs
- Sponsor flyer, brochure, coupon or promo items placed at the City of Henderson Information Booth on-site

Platinum - \$1,000

Deadline 4 weeks before event

- Sponsor logo placed on the 6'x4' sponsor recognition banner prominently displayed on-site
- Linked sponsor logo displayed on the City of Henderson event webpage

- 10'x10' booth space includes one tent, one 6' table and two chairs
- Sponsor flyer, brochure, coupon or promo items placed at the City of Henderson Information Booth on-site
- Display up to three sponsor-provided banners, max. size 4'x3'

Magnesium - \$2,000

Deadline 10 weeks before event

- Sponsor logo placed on the 6'x4' sponsor recognition banner prominently displayed on-site
- Linked sponsor logo displayed on the City of Henderson event webpage
- 10'x10' booth space includes one tent, one 6' table and two chairs
- Sponsor flyer, brochure, coupon or promo items placed at the City of Henderson Information Booth on-site
- Display up to three sponsor-provided banners, max. size 4'x3'
- Sponsor logo included on event collateral pieces, e.g. posters, flyers, postcards, door hangers
- Sponsor name mentioned during event announcements

Additional Sponsorship Opportunities

- Train Ride
- Petting Zoo
- Pumpkin Painting
- Face Painting



TRUNK OR TREAT

DATE: October 23, 2020

LOCATION: [Black Mountain Recreation Center](#)

ATTENDANCE: 4,000

EVENT PROFILE: Henderson's premier safe trick-or-treating event returns for an evening of festive fun. Costumed participants follow the trick-or-treat trail in the center's parking lot where staff (and sponsors) pass out treats (or tricks) from the trunks of festively decorated cars. The event includes a variety of activities and entertainment including a costume contest.

AVAILABLE SPONSORSHIPS

Bronze - \$75

Deadline 4 weeks before event

- Sponsor logo placed on the 6'x4' sponsor recognition banner prominently displayed on-site

Silver - \$100

Deadline 4 weeks before event

- Sponsor logo placed on the 6'x4' sponsor recognition banner prominently displayed on-site
- Linked sponsor logo displayed on the City of Henderson event webpage

Gold - \$125

Deadline 4 weeks before event

- Sponsor logo placed on the 6'x4' sponsor recognition banner prominently displayed on-site
- Linked sponsor logo displayed on the City of Henderson event webpage
- One car space to decorate and to distribute a minimum of 1,500 pieces of candy (provided by sponsor)
- Sponsor flyer, brochure, coupon or promo items placed at the City of Henderson Information Booth on-site

Platinum - \$300

Deadline 4 weeks before event

- Sponsor logo placed on the 6'x4' sponsor recognition banner

prominently displayed on-site

- Linked sponsor logo displayed on the City of Henderson event webpage
- 10'x10' booth space includes one 6' table and two chairs
- Sponsor flyer, brochure, coupon or promo items placed at the City of Henderson Information Booth on-site
- Display up to three sponsor-provided banners, max. size 4'x3'

Magnesium: Event Presenter - \$1,500

Deadline 4 weeks before event

- Sponsor logo placed on the 6'x4' sponsor recognition banner prominently displayed on-site
- Sponsor and logo featured as a Premier Sponsor on banner located center stage
- Linked sponsor logo displayed on the City of Henderson event webpage
- Five cars (or three 10'x10' booths) centrally located for sponsor product display (sales prohibited)
- 20 entry tickets
- Sponsor flyer, brochure, coupon or promo items placed at the City of Henderson Information Booth on-site
- Display up to three sponsor-provided banners, max. size 4'x3'



HAUNTED AT THE RANCH

DATE: October 30-31, 2020

LOCATION: Whitney Ranch Recreation Center and Aquatic Complex

ATTENDANCE: 1,000

EVENT PROFILE: Participants are invited to dress up in their favorite costume and join the community for two evenings of spooky fun with a collection of carnival games, bounce houses, craft stations and a trick-or-treat trail. Haunted at the Ranch features a spine-tingling haunted house tour (with an alternative version for younger children).

AVAILABLE SPONSORSHIPS

Bronze - \$100

Deadline 4 weeks before event

- Sponsor logo placed on the 6'x4' sponsor recognition banner prominently displayed on-site

Silver - \$125

Deadline 4 weeks before event

- Sponsor logo placed on the 6'x4' sponsor recognition banner prominently displayed on-site
- Linked sponsor logo displayed on the City of Henderson event webpage

Gold - \$200

Deadline 4 weeks before event

- Sponsor logo placed on the 6'x4' sponsor recognition banner prominently displayed on-site
- Linked sponsor logo displayed on the City of Henderson event webpage
- One 6' table and two chairs at event
- Sponsor flyer, brochure, coupon or promo items placed at the City of Henderson Information Booth on-site

Platinum - \$300

Deadline 4 weeks before event

- Sponsor logo placed on the 6'x4' sponsor recognition banner prominently displayed on-site
- Linked sponsor logo displayed on the City of Henderson event webpage
- One 6' table and two chairs at event
- Sponsor flyer, brochure, coupon or promo items placed at the City of Henderson Information Booth on-site
- Display up to three sponsor-provided banners, max. size 4'x3'

Magnesium - \$500 (one available)

Deadline 10 weeks before event

- Sponsor logo placed on the 6'x4' sponsor recognition banner prominently displayed on-site
- Linked sponsor logo displayed on the City of Henderson event webpage
- One 6' table and two chairs at event
- Sponsor flyer, brochure, coupon or promo items placed at the City of Henderson Information Booth on-site
- Display up to three sponsor-provided banners, max. size 4'x3'
- Sponsor logo included on event collateral pieces, e.g. posters, flyers, postcards, door hangers
- Sponsor name mentioned during event announcements as Cake Walk Activity Sponsor



STROLL ‘N ROLL

DATE: November 14, 2020

LOCATION: Paseo Verde Parkway from [Henderson Multigenerational Center](#) to [Discovery Park](#)

ATTENDANCE: 2,000

EVENT PROFILE: Henderson Stroll ‘n Roll is the City of Henderson’s spin on the Ciclovía phenomenon that’s sweeping the globe. Originally founded in Bogota, Colombia, it’s where roads are closed to motorized traffic, allowing the community to come together and enjoy the streets on bicycles, skates, skateboards or simply on foot. The car-free street fair is packed with activities for all ages. Along the route enjoy music, live performances, interactive demonstrations, and health, fitness and bicycle vendors.

AVAILABLE SPONSORSHIPS

Bronze - \$75

Deadline 4 weeks before event

- Sponsor logo placed on the 6’x4’ sponsor recognition banner prominently displayed on-site

Silver - \$150

Deadline 4 weeks before event

- Sponsor logo placed on the 6’x4’ sponsor recognition banner prominently displayed on-site
- Linked sponsor logo displayed on the City of Henderson event webpage

Gold - \$300

Deadline 4 weeks before event

- Sponsor logo placed on the 6’x4’ sponsor recognition banner prominently displayed on-site
- Linked sponsor logo displayed on the City of Henderson event webpage
- 10’x10’ booth space includes one 6’ table and two chairs
- Sponsor flyer, brochure, coupon or promo items placed at the City of Henderson Information Booth on-site

Platinum - \$500

Deadline 4 weeks before event

- Sponsor logo placed on the 6’x4’ sponsor recognition banner prominently displayed on-site
- Linked sponsor logo displayed on the City of Henderson event webpage
- 10’x10’ booth space includes one tent, one 6’ table and two chairs
- Sponsor flyer, brochure, coupon or promo items placed at the City of Henderson Information Booth on-site
- Display up to three sponsor-provided banners, max. size 4’x3’

Magnesium - \$800

Deadline 10 weeks before event

- Sponsor logo placed on the 6’x4’ sponsor recognition banner prominently displayed on-site
- Linked sponsor logo displayed on the City of Henderson event webpage
- 10’x10’ booth space includes one tent, one 6’ table and two chairs
- Sponsor flyer, brochure, coupon or promo items placed at the City of Henderson Information Booth on-site
- Display up to three sponsor-provided banners, max. size 4’x3’
- Sponsor logo included on event collateral pieces, e.g. posters, flyers, postcards, door hangers
- Sponsor name mentioned during event announcements
- Two preferred parking spaces at event