

2020

# MAR ANA EVENTS

ENGAGEMENT OPPORTUNITIES





# MARANA EVENTS

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BE WHERE THE ACTION IS.

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When it comes to community-wide celebrations, Marana knows how to put on a party!

Every year over 40,000 people attend the Town of Marana special events series. It's easy to see why. Family-friendly venues, local community showcases, free entertainment, and unique attractions make for priceless memories. These experiences are why Marana has become a destination for new residents, businesses, and visitors.

Make sure to mark your 2020 calendars for Marana Founders' Day, Star Spangled Spectacular, Marana Fall Festival, and Marana Holiday Festival & Christmas Tree Lighting. These one-day signature events can't be missed, and are the places to be for candy-chasing thrills, chest-rumbling fireworks, thrill-seeking mutton bustin', and dazzling light shows.

But it's not just huge parties that are offered by the Town of Marana. Smaller events are a great opportunity to see the many amenities available in Marana- from the fields at Crossroads at Silverbell District Park to the wet and wild splash pad at Marana Heritage River Park. Interested in recreational opportunities? Get a sneak preview of what Marana Parks and Recreation has to offer.

Marana events are put on for the community by the community. Learn how you can participate as a business, talent, or organization, and gain exposure to thousands of people. Want to volunteer your time toward a great cause? You can serve your community while also having fun.

Town of Marana is proud to present the 2020 special events program, and we look forward to seeing you soon!



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## SIGNATURE EVENTS CALENDAR

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**MAR** **FOUNDERS' DAY**  
**28** Downtown Marana  
10 A.M. – 2 P.M.

**JUL** **STAR SPANGLED SPECTACULAR**  
**04** Crossroads at Silverbell District Park  
5:00 P.M. – 9:30 P.M.

**OCT** **FALL FESTIVAL**  
**17** Marana Heritage River Park Farm  
4 P.M. – 9 P.M.

**DEC** **HOLIDAY FESTIVAL &  
CHRISTMAS TREE LIGHTING**  
**05** Downtown Marana / 3 P.M. – 8 P.M.



# FOUNDERS' DAY

**MARCH 28, 2020**

**10 A.M. – 2 P.M.**

**DOWNTOWN MARANA**

Forty-three years ago, a group of farmers changed history. Marana incorporated in 1977, and grew exponentially to become the second largest populated town in southern Arizona. Today, Marana is now home to approximately 50,000 people, and it is still growing thanks to the hard work of its founders and community members.

Every year in the spring, friends, visitors, and neighbors come together in Downtown Marana to honor the community's heritage. Community groups, organizations, and volunteers are featured prominently at this historic event. Get to know your neighbors!

Don't forget to check out a new feature this year: Marana Macro Machines! Get up and close with the machines that make Marana an ideal place to live, work, and play.

**THINGS TO DO:**

- Parade starts at 10 A.M.
- Car show
- Inflatables
- Historical exhibits
- Machinery display
- Live performances
- Food and drinks
- Vendors

**EVENT INFORMATION:**

- Parking available in the surrounding parking lots.
- Parking attendants and traffic control will be on-site.





# STAR SPANGLED SPECTACULAR

**JULY 4, 2020**

**FUN STARTS AT 5 P.M. • FIREWORKS AT 9 P.M.  
CROSSROADS AT SILVERBELL DISTRICT PARK**

When it comes to celebrating our nation's birthday, Marana must be doing something right! As the largest organized July 4 event in the region, over 17,000 people flock to Crossroads at Silverbell District Park to celebrate Independence Day – and for good reason! Marana's Star Spangled Spectacular provides a wide offering of food vendors, activities, kid zone, splash pad, beer garden, and a free live concert.

Marana's largest event is nestled behind Arizona Pavilions shopping center and within the Continental Ranch neighborhood, making it the perfect event for residents to walk to or enjoy the fireworks from many vantage points. Residents and visitors spend the day shopping and eating at the nearby stores and restaurants before coming over to enjoy an evening in the park.

**THINGS TO DO:**

- Fireworks show
- Live musical entertainment
- Food and drinks
- Beer garden
- Playground and inflatables
- Splash pad

**EVENT INFORMATION:**

- Over 17,000 people attend this event, making it the largest organized July 4 event in the region, and the largest Town of Marana event.
- The parking lot is reserved for handicap and vendor access.
- Shuttle service will be available throughout Marana.





# FALL FESTIVAL

**OCTOBER 17, 2020**

**4 P.M. – 9 P.M.**

**HERITAGE RIVER PARK FARM**

Marana Fall Festival brings all the joys of fall on the farm to the public. Can your little daredevil master the sheep ridin' challenge? Sign them up for mutton bustin'! Spend the afternoon at the arena, then head over to the carnival for an evening of thrills. Play games or just sit back and enjoy live music under the night sky. Located just outside of the Tucson metro area, anyone can enjoy life on the farm at this annual event.

#### **THINGS TO DO:**

- Mutton bustin'
- Kids rodeo activities and competitions
- Beer garden
- Fund raising activities
- Live music
- Carnival rides
- Sunflower maze
- Food and drinks

#### **EVENT INFORMATION:**

- Over 7,000 people attend.
- The carnival is \$1.00 per ticket, and one ticket per ride.
- Parking available in surrounding parking lots.
- Parking attendants and traffic control will be on-site.







# HOLIDAY FESTIVAL

**DECEMBER 5, 2020**

**3 P.M. – 8 P.M. • TREE LIGHTING AT 6:00 P.M.  
MARANA MUNICIPAL COMPLEX**

Kick off the holiday season and deck downtown at the largest Christmas tree light show in southern Arizona. This popular event attracts thousands of people to Downtown Marana in one evening. Take a picture with Santa, enjoy live performances and music, and jump in the life size snow globe. The big light show begins once the sun is down.

Marana Holiday Festival & Christmas Tree Lighting is fast becoming one of Marana's most popular events, growing in attendance from previous years and increasing in business participation. All live performances are by local community groups and schools, offering a unique experience for kids to perform in front of thousands of people.

Relive old memories and make some new ones when you come to the Marana Holiday Festival & Christmas Tree Lighting.

**THINGS TO DO:**

- Visit with Santa Claus
- Christmas tree light show
- Live performances from local community groups
- Food and drinks
- Holiday marketplace
- Elf flea market
- Snow feature
- Inflatables
- Hot chocolate vouchers

**EVENT INFORMATION:**

- Over 7,000 people attend.
- Parking available in the surrounding parking lots.
- Parking attendants and traffic control will be on-site.



# PARTICIPATE IN SIGNATURE EVENTS

## PERFORMERS

The Town of Marana regularly looks for talent to perform at a number of our events. Want to perform in front of thousands of people? Generate name recognition for your band or group by headlining Marana Founders' Day, Star Spangled Spectacular, Marana Fall Festival, or Marana Holiday Festival and Christmas Tree Lighting.

Applicants for Marana Holiday Festival will be chosen by a selection committee. Applicants can begin applying in the fall.

## EVENT COMPONENTS & VOLUNTEERS

It takes a Town to create an event! Marana events are comprised of many parts and pieces, including contributions from local organizations and volunteers. Current event features made possible by volunteer contributors include the mutton bustin' at Marana Fall Festival, the parade at Marana Founders' Day, and much more.

The Town of Marana is grateful to the volunteers who work hard to make these events unforgettable for our residents. If you or your organization is interested in being a part of our events, we would love to hear from you.

## VENDORS

Vendors are reserved on a first-come first-served basis. Sign up early to be considered for an event!

## COST

Marana Founders' Day, Star Spangled Spectacular, Fall Festival, and Holiday Festival & Christmas Tree Lighting:

- **\$100.00:** Commercial businesses
- **\$50.00:** Nonprofit organizations

Cost includes power and a 10-day business license.

## WHAT YOU NEED

If approved, Town staff will provide additional information on acquiring the following documents:



## FOOD / NON-FOOD VENDORS

- Food truck inspection. \*
- Pima County Health Permit. \*
- Insurance policy with the Town of Marana listed as additionally insured, including page of endorsement for persons and organizations. \*
- Marana business license or proof of 501(c)3 status.
- Agreement with the Town of Marana.

(\* = Food vendor requirement only)

## ALL VENDORS

- You will be required to provide your own materials for your designated

- 10 x 10 ft. space (space restrictions do not apply to food trucks). This includes materials such as chairs, tables, canopies, etc.
- The Town of Marana **does not insure exclusivity for events**. Vendors with booth quantity limitations set by their parent companies are responsible for monitoring their own presence



Visit [MaranaEvents.com](https://MaranaEvents.com) for more information. Town staff can also be reached at [Events@MaranaAZ.gov](mailto:Events@MaranaAZ.gov).

# SIGNATURE EVENT SPONSORSHIPS

## SPONSORSHIP

Sponsorships bring exposure to your business and benefits to the entire community. Our Town events are a perfect opportunity for businesses to get in front of thousands of people. Sponsor an event in exchange for event-day benefits, marketing exposure, and more.

## MEDIA SPONSORS

Customized sponsorship packages are available.



Visit [MaranaEvents.com](http://MaranaEvents.com) for more information or call **520-382-1946**.



STAR SPANGLED...



HOLIDAY FESTIVAL



FALL FESTIVAL



FOUNDERS' DAY

	STAR SPANGLED...	HOLIDAY FESTIVAL	FALL FESTIVAL	FOUNDERS' DAY
<b>SIGNATURE</b>	\$12,000	\$8,000	\$3,000	\$2,000
<b>PLATINUM</b>	\$7,000	\$5,000	\$2,000	\$1,800
<b>GOLD</b>	\$3,000	\$2,500	\$1,000	\$500
<b>SILVER</b>	\$1,500	\$1,000	\$500	\$250
<b>BRONZE</b>	\$500	\$300	\$200	\$150

	Vendor Table	Secondary Logo	Website	E-Newsletter	Corporate Banner	Social Media Posts	Primary Logo	Prime Event Location	Stage Presentation	Title Placement
<b>SIGNATURE</b>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<b>PLATINUM</b>	✓	✓	✓	✓	✓	✓				
<b>GOLD</b>	✓	✓	✓	✓	✓					
<b>SILVER</b>	✓	✓	✓							
<b>BRONZE</b>	✓	✓								



# #RUNMARANA

## BEGINNING NEXT YEAR, SPRING 2020 RUN MARANA RACE SERIES

### DISTANCE SERIES DEBUT

Marana Parks & Recreation Department has created a collection of endurance events to promote healthy lifestyles in family fun environments, and have coined this race series #RunMarana. Each #RunMarana event carries its specialty elements, including varying distances, themes, mascots, and crafts.

### RUN/WALK/JOG

Marana's 5K/10K and FUN RUN events are getting more and more popular every year. Celebrate mom at the Mom's Day 5K, cool off in the Splash n' Dash Aquathon, burn off extra calories before Thanksgiving at the Turkey Trot in November, or break in the new year with the Eggnog Jog on New Years Eve.

## SPRING

### MOTHER'S DAY 5K

Gladden Farms Community Park

## SUMMER

### AQUATHON

Ora Mae Harn District Park

## FALL

### TURKEY TROT 5K/10K

Crossroads at Silverbell District Park

## WINTER

### EGGNOG JOG 5K/10K

Crossroads at Silverbell District Park



# RUN MARANA SPONSORSHIPS

Creating strong community relationships and promoting fitness and health are some of the most valuable benefits of sponsoring a race event. We have options to get involved with a single #RunMarana event or the entire series.

## SINGLE EVENT SPONSORSHIP

- **Included** – \$500.00
- **Engaged** – \$250.00
- **Involved** – \$150.00
- **In-Kind** – Any Provided Value

## FULL SERIES SPONSORSHIP

- **Included** – \$2000.00
- **Engaged** – \$1000.00
- **Involved** – \$550.00
- **In-Kind** – Any Provided Value



Interested? Contact [Marana.Parks@MaranaAZ.gov](mailto:Marana.Parks@MaranaAZ.gov) or call 520-382-1950.

	Vendor Table	Secondary Logo	Website Logo	E-Newsletters	Corporate Banner	Race Packet	Mile Title Placement	1-Mile Section	Social Media Posts	Primary Logo	Prime Event Location	Lead Race Warm-Up	Speak at Event	Title Placement
INCLUDED	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
ENGAGED	✓	✓	✓	✓	✓	✓	✓	✓						
INVOLVED	✓	✓	✓											
IN-KIND	✓	✓												



# RECREATION PROGRAM

Whatever your goals maybe, the Town of Marana Parks and Recreation Department can connect you to the community on a personal level. From getting fit, to getting outside or learning a new skill, there is plenty to do in Marana. The award-winning Parks & Recreation Department organizes several events that have become community traditions, with experiences that create life-long memories.

Marana Parks & Recreation's events attract hundreds of people from Marana and surrounding communities create the perfect space for you to promote your business and services.

## PROGRAMS AND CLASSES

Marana Parks and Recreation offers a full program of classes for those interested in guided fitness programs, or those interested in learning a new skill. Through our knowledgeable instructors, residents can enrich their lives through certification classes, family socialization, and much more.

## CAPE CHASE FUN RUN

This award-winning adaptive run is the latest in new programming to reach previously underserved portions of the community. Enjoy sensory obstacles on a fun and accessible path.

## TRAILS

Town of Marana staff take adventurers on guided hikes, horseback rides, and mountain bike rides through the Tortolita Mountain trails. These popular guided treks are a fantastic way to view the scenic beauty that Marana has to offers.

Every spring, the Parks and Recreation Departments of both Marana and Oro Valley will team up for the "MOVE Across 2 Ranges – Hike Challenge." This event is an awesome way to explore nature. Hit the trails and experience the challenge and beauty of Southern Arizona's Tortolita and Catalina Mountains in just one day.

Calling all trail-running enthusiasts! In the cooling fall months, sign up for Dirt Dash and challenge yourself to hit new



peaks. Rigorous trail-running courses range up to 18 kilometers. Do you think you can handle it?

## CAMPING

"Camping under the Stars" returns in April. Take the family camping at Ora Mae Harn District Park. Sleep under the stars without having to leave town. Bring s'mores to roast over an open fire, enjoy a free movie in the park, and tuck the technology away for a night away from home that's close to home.

## SPORTS

If sports are more your thing, then Marana offers plenty of youth and adult sports leagues and lessons. For the kids, there are golf and tennis lessons and soccer leagues, plus the extremely popular flag football league that is known across the region.

For adults, there are leagues, and open gyms for basketball and pickleball.

## SPONSOR AN EVENT

Sponsorships bring exposure to your business. Marana Parks & Recreation Events are an affordable opportunity to get in front of hundreds your customers. You may also sponsor an Event in exchange for providing event elements, activities, marketing and more.

## SPONSORSHIP LEVELS

- **Included** – \$500.00
- **Engaged** – \$250.00
- **Involved** – \$150.00
- **In-Kind** – Any Provided Value

## MEDIA SPONSORSHIP

- Customized packages are available.



Learn more about Marana's Parks & Recreation programs and sponsorships at:  
**MaranaAZ.gov/Recreation**





Marana Holiday Festival & Christmas Tree Lighting



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## CONTACT US

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**Marana Events**  
520-382-1946  
Events@MaranaAZ.gov  
MaranaEvents.com

