



ART
STATE
ARIZONA

Partnership Opportunities

2026-2027

Event & Program Sponsorship Opportunities

At **Art State Arizona**, we believe the arts are not an afterthought. They are the infrastructure of a thriving community. Every mural, every festival, every healing arts program, every gathering we produce is built on a simple but powerful truth: the arts fuel connection, identity, and growth.

- Arts & Cultural Festivals
- Culinary Events
- Catalyst Creative Collective
- Classic Car Shows
- Community Galleries
- Public Art & Mural Programs



www.artstateaz.org



jynnifer@artstateaz.org

**Art State Arizona is a registered 501(c)3
nonprofit organization**

Tax ID 86-0841015



About Us

Our mission is bold: to make the arts essential to everyday life in Arizona.

We bring artists, businesses, government, healthcare, and education together to create something greater than the sum of its parts. Through more than 100 events and programs each year, we support thousands of artists and cultural businesses while generating millions in economic impact statewide.



BECOME A PART OF THE MOVEMENT



INVESTING IN IMPACT

Our vision is audacious: Arizona leading the nation in integrating the arts into every sector—where the arts are not seen as extras, but as essential infrastructure for health, education, economic development, and community well-being.

When you partner with us, you're not just sponsoring an event. You're investing in the future of Arizona. You're fueling a statewide movement that ensures creativity, culture, and collaboration remain at the heart of every community, large and small.



WHY SPONSOR US?

- **Art State Arizona** strengthens Arizona's cultural and economic fabric as the state's leading festival producer and arts advocacy organization.
- **100+ events annually reaching 300,000+ attendees.**
- **2,000+ artists & businesses supported**, generating \$5M+ in economic impact each year.
- **Unmatched Statewide reach:** Diverse audiences across urban, suburban, and rural communities.
- **Cross-sector impact:** Arts + healthcare, tourism, education, and business collaborations.
- **Community trust:** 25+ years of delivering authentic, inclusive programs.
- **High visibility:** Onsite branding, media exposure, and digital storytelling.



Sponsorship Packages

2026-2027



	\$2,500	\$5,000	\$10,000	\$15,000	\$25,000
Logo on event webpage & programs	Included for 1 Selected Event	Included for 1 Selected Event	Prominently placed on 1 selected event marketing materials	Prominently placed on 2 selected events marketing materials	Prominently placed on 3 selected events marketing materials
Television and Radio Mentions			Logo included on Television Ads for 1 Event	Logo and Stated Mention on 2 Event Television Ads	Logo and Stated Mention on 3 Event Television Ads
Recognition in email promotion to 80K+ list of weekly subscribers	Included in Email	Included in Email	Prominently displayed on mass emails for 1 event	Prominently displayed on mass emails for 2 events	Prominently displayed on mass emails for 3 events
Social media mentions		Dedicated Sponsor Post on Statewide Reach	2 Dedicated Sponsor Posts for one event	2 Dedicated Branded Sponsor Posts for two events	3 Dedicated Branded Sponsor Posts for three event
Onsite signage recognition	Event Program	Event Program	Print Ads & Event Programs	Print Ads, Banner, as well as dedicated Sponsor Banner at each Entrance & Event Program 2 Events	Print Ads, Banner, as well as dedicated Sponsor Banner at each Entrance & Event Program 3 Events
Annual Report Signage	Listed	Listed	Logo & Listing	Logo & Listing Prominently	Logo & Special Listing in Report with profile
Exhibitor / Activation Space	10'x10' Booth Space 1 Event	10'x10' Booth Space 10'x10' Tent Provided 1 Event	10'x10' Booth Space 10'x10' Tent Provided 2 Events	10'x10' Booth Space 10'x10' Tent Provided 2 Events	10'x10' Booth Space 10'x10' Tent Provided 3 Events
Ticket Credit to Art State Events & Programs	\$400 Ticket Credit to any Event	\$750 Ticket Credit to any Event	\$2,000 Ticket Credit to any Event	\$3,500 Ticket Credit to any Event	\$5,000 Ticket Credit to any Event
Interactive Art Elements	Funds a live painter or musician at 1 event.	Supports a community mural wall or chalk art zone	Sponsors an interactive maker's tent or artisan demo	Sponsors an interactive branded photo installation opportunity which will be highlighted at 2 Annual Events	Onsite Activation at 3 Events. Sponsors a large-scale art installation at entrance or popular community activation
Stage or Program Recognition				Highlighted at 2 annual events and final video provided to sponsor	Highlighted in 3 events, and final video provided to sponsor
Print Ad in the Art State AZ Undercover Arts Magazine	25% Advertising Rates	50% Advertising Rates	Free Quarter Page Advertisement	Free Half Page Advertisement	Free Full Page Advertisement

Events & Festivals



2026-2027



World Margarita Championship



June 6, 2026

Sponsorship Highlights

La Paloma Resort & Spa
3800 E Sunrise Dr,
Tucson, AZ 85718

Sat 5pm - 8:30pm
\$80 - \$100 Admission

- **800 Attendees** – An energetic evening celebrating Arizona's culinary creativity, craft cocktails, and community.
- **Chef & Mixologist Competition** – Top chefs and mixologists compete with inventive margaritas and culinary pairings.
- **Arizona Culinary Talent** – Signature tastings showcase the chefs, restaurants, and professionals shaping Arizona's food scene.
- **Immersive Entertainment** – Live music, interactive art, lounge spaces, and entertainment create a vibrant festival atmosphere.
- **High-Visibility Brand Exposure** – Sponsors connect directly with attendees through onsite activations, signage, digital marketing, and VIP experiences.
- **Signature Arizona Experience** – Culinary excellence, creativity, and hospitality come together in a distinctive tasting event.
- **Community Investment** – Supports Arizona's creative economy while advancing local artists, culinary talent, and small businesses.

America's Best Mexican Food Festival



August 8, 2026

Sponsorship Highlights

La Paloma Resort & Spa
3800 E Sunrise Dr,
Tucson, AZ 85718

Sat 5pm - 8:30pm
\$115 - \$150 Admission

- **1,000 Attendees** - An immersive evening celebrating Mexican food, culture, and creativity.
- **40+ Celebrated Chefs & Restaurants** – Leading culinary talent serves distinctive bites inspired by Mexican cuisine.
- **A Culinary Tour of Mexico** – Regional flavors and traditions showcase Mexico's diverse culinary heritage.
- **Best Bite & Best Sip Competition** – Guests and judges recognize the evening's standout food and beverage creations.
- **Mexican Culture Comes Alive** – Live music, art, and performances bring energy beyond the plate.
- **A Coveted Culinary Audience** – Connect with food lovers, community leaders, and culturally engaged consumers.
- **Brand Engagement** – Onsite activations, VIP experiences, signage, and digital promotion create meaningful sponsor visibility.
- **Celebrating Culture Through Food** – Festival proceeds advance Art State Arizona's work supporting artists, cultural experiences, and Arizona's creative economy.

Events & Festivals



2026-2027



Salsa, Tequila & Taco Challenge



Sep 6, 2026

El Conquistador Resort
10000 N Oracle Rd,
Tucson, AZ 85704

Sat 5pm - 8:30pm
\$100 - \$135 Admission

Sponsorship Highlights

- **1,000 Attendees** – One of Southern Arizona's signature culinary celebrations, now in its 18th year.
- **40+ Culinary Participants** – Local restaurants, chefs, and beverage innovators showcase inventive tacos, salsas, and cocktails.
- **Taste. Sip. Vote.** – Guests sample freely and vote for their favorite creations in a spirited culinary competition.
- **High-Energy Entertainment** – Live music, interactive art, and lucha libre wrestling create an unforgettable festival atmosphere.
- **Engaged Culinary Audience** – Connect with food lovers, tastemakers, community leaders, and experience-driven consumers.
- **Built for Brand Engagement** – Onsite activations, VIP experiences, signage, and digital promotion create meaningful sponsor visibility.
- **Southern Arizona Flavor** – Celebrates the chefs, artists, businesses, and cultural traditions that make the region distinctive.

Sahuarita Oktoberfest



Sep 25, 2026

Sahuarita Lake Park
15466 S Rancho Sahuarita Blvd
Sahuarita, AZ 85629

Sat 5pm-8:30pm
Free Admission

Sponsorship Highlights

- **3,000 Attendees** – A lively evening celebration of German tradition, food, music, and community.
- **Authentic Oktoberfest Experience** – German-inspired food, regional beer, polka music, dancing, and traditional festivities.
- **Live Entertainment** – Polka and accordion music alongside traditional folk dance performances.
- **Interactive Contests** – Stein holding, sausage toss, and other spirited competitions invite audience participation.
- **Artisan Marketplace** – A curated selection of German-inspired and regional artists and makers.
- **Family-Friendly Appeal** – Gingerbread decorating, kids activities, games, food, and live entertainment for all ages.
- **Community Investment** – A free community celebration supporting local artists, performers, vendors, and businesses.

Events & Festivals



2026-2027



Patagonia Fall Festival



October 10 & 11, 2026

Patagonia Town Park

325 McKeown Ave
Patagonia, AZ 85624

Sat 9am-5pm & Sun 10am-4pm

Free Admission

Sponsorship Highlights

- **10,000–15,000 Attendees** – Families, retirees, students, and tourists gather annually in Patagonia's central park.
- **35+ Year Legacy** – A trusted community tradition that draws loyal visitors and multi-generational audiences.
- **Prime Brand Visibility** – Align your name with a picturesque, high-traffic fall celebration.
- **Engaged Marketplace** – 100+ artisan booths, live entertainment, and local food keep visitors exploring all weekend.
- **Diverse Exposure** – Music, arts, and culinary experiences connect your brand with a broad demographic.
- **Marketing Reach** – Extensive promotion through media partners, social platforms, and regional tourism outlets.
- **On-Site Activation** – Opportunities for product sampling, interactive displays, or branded experiences.

Park Place Dia de los Muertos Celebration



November 7, 2026

Park Place

5870 East Broadway Blvd
Tucson, AZ 85711

Sat 11am-2pm

Free Admission

Sponsorship Highlights

- **Diverse Community Reach** – Engages families, students, and seniors through free, accessible cultural programming.
- **Cultural Impact** – Align your brand with a meaningful tradition celebrating remembrance, heritage, art, and community connection.
- **Community Goodwill** – Support inclusive public experiences that strengthen your organization's community leadership.
- **Brand Integration** – Receive logo placement, signage, and recognition throughout key event spaces.
- **Media & Marketing Exposure** – Gain visibility through regional media, digital marketing, radio, and social campaigns.
- **Support for Local Artists** – Sponsorship helps fund mariachi, folklórico performers, and live artists, strengthening Tucson's creative economy.

Events & Festivals



2026-2027



Arizona Fall Art in the Park



November 14–15, 2026

Sponsorship Highlights

Rillito Raceway Park

4502 N. 1st Avenue
Tucson, AZ 85718

Sat 10am–4pm & Sun 10am–4pm
Free Admission

- **15,000+ Attendees** – A two-day festival at Rillito Raceway Park with strong family and regional draw.
- **135+ Artisans** – Supports local artists, makers, and the creative economy.
- **Culinary & Wine Showcase** – Curated by Tucson Foodie and Arizona Winery Tours, spotlighting regional flavors and vineyards.
- **Family Engagement** – Seasonal crafts, pumpkin painting, trick-or-treating, and contests attract multigenerational audiences.
- **Live Music & Art Demos** – Continuous entertainment and demonstrations keep visitors engaged throughout the event.
- **High Marketing Reach** – Promotion across media, tourism channels, and social platforms extends sponsor visibility.
- **On-Site Activation** – Opportunities for branded engagement and product sampling in a high-traffic setting.

La Encantada Fine Art Festival - 3 Annual Fine Art Festivals



November 21 & 22, 2026

January 16 & 17, 2027

March 27 & 28, 2027

la Encantada Shopping Center

2905 E Skyline Dr
Tucson, AZ 85718

Sat 10am–5pm & Sun 11am–4pm
Free Admission

Sponsorship Highlights

- **7,000 High-Value Attendees** – Attracts art collectors, cultural enthusiasts, and affluent shoppers in a premier retail setting.
- **Prestigious Juried Event** – One of Arizona's top fine art festivals, recognized for quality and excellence.
- **50+ Artists** – Showcasing diverse mediums including metalwork, glass, painting, and locally-designed fashion.
- **Economic & Cultural Impact** – Fuels small creative businesses while strengthening Arizona's cultural identity.
- **Live Demonstrations** – SAAG Gallery artists engage audiences with real-time, behind-the-scenes artistry.
- **Marketing Reach** – Broad promotion aligns sponsor brands with engaged, high-value audiences.
- **On-Site Visibility** – Ample opportunities for branded activations and direct consumer engagement in a high-traffic venue.

Events & Festivals



2026-2027



Oro Valley Festival of the Arts & Holiday Tree Lighting



December 5 & 6, 2026

Oro Valley Marketplace

12155 N Oracle Rd
Oro Valley, AZ 85737

Sat 10am-6:30pm & Sun
10am-4pm

Free Admission

Sponsorship Highlights

- **20,000+ Attendees** – Southern Arizona's signature holiday celebration.
- **150+ Artists & Exhibitors** – Unique marketplace for holiday shopping.
- **500+ Performers** – Nonstop community and student entertainment.
- **Family Experiences** – Santa photos, kids' crafts, cookie decorating, TUBACHRISTMAS.
- **Holiday Tree Lighting** – 35-foot tree, caroling, and Santa parade.
- **High Visibility** – Align with a beloved tradition reaching thousands.
- **On-Site Engagement** – Branded activations in a festive, high-traffic setting.

Sahuarita Art on the Lake Festival



January 9, 2027

Sahuarita Lake Park

15466 S Rancho Sahuarita Blvd
Sahuarita, AZ 85629

Sat 10am-4pm

Free Admission

Sponsorship Highlights

- **6,000 Attendees** – A one-day lakeside celebration of art, culture, and community.
- **25 Artisan Booths** – Original works in painting, sculpture, jewelry, ceramics, and more.
- **Floating Art Installations** – Unique water-based displays blending nature and creativity.
- **Interactive Experiences** – Street painting, plein air painting competition, and hands-on art zones.
- **Cultural Performances** – Mariachi, folklórico, and Chinese lion dance bring global flair.
- **Family-Friendly Appeal** – Engaging activities, food trucks, and live music attract diverse audiences.
- **Community Investment** – Supports local artists and strengthens Sahuarita's creative economy.

Events & Festivals



2026-2027



Savor Heritage Foods Culinary Festival



January 23, 2027

Tucson Botanical Gardens

2150 N Alvernon Way
Tucson, AZ 85712

Sat 11am-3pm

General Admission \$125
VIP Admission \$160

Sponsorship Highlights

- **1,500 Attendees** – An intimate, high-value audience at Tucson Botanical Gardens.
- **Prestigious Setting** – Celebrated in a UNESCO City of Gastronomy, at an award-winning Botanical Garden, highlighting Tucson's culinary prestige.
- **60+ Culinary Participants** – Chefs, vintners, brewers, and food artisans showcase local sourcing and heritage ingredients.
- **Immersive Experience** – Tastings, demonstrations, and cultural connections in a lush garden atmosphere.
- **High-Value Exposure** – Align your brand with Arizona's leading culinary and cultural celebration.
- **Community Impact** – Supports homegrown businesses, strengthens the creative economy, and uplifts local food systems.

Downtown Glendale Arts & Culture Fest



January 30, 2027

Glendale Civic Center

5750 W Glenn Dr
Glendale, AZ 85301

Sat 11am-5pm

Free Admission

Sponsorship Highlights

- **7,000 Attendees** – A full-day downtown festival with broad family and community appeal.
- **Classic Car Show** – 20+ judged categories featuring vintage automobiles draw enthusiasts and collectors.
- **Food & Beverage** – Bold barbecue, craft beer, and wine tastings showcase local culinary talent.
- **Live Music** – All-day performances culminating in a headline act at 3:30 p.m.
- **Family & Community Activities** – Artisan vendors, interactive art, and kids' zones create inclusive experiences.
- **High Marketing Reach** – Extensive promotion ensures sponsor brands reach thousands onsite and online.
- **Cultural Impact** – Aligns your business with a movement celebrating creativity, culture, and community pride.

Events & Festivals



2026-2027



Cruise, BBQ & Blues Festival



February 6, 2027

Oro Valley Marketplace
12155 N Oracle Rd
Oro Valley, AZ 85737

Sat 10am-3pm
\$5 Admission

Sponsorship Highlights

- **5,000 Attendees** – A one-day celebration for car enthusiasts, families, and the community.
- **200+ Classic & Custom Cars** – Showcasing design, engineering, and creativity across 30 award categories.
- **Tucson Foodie BBQ Competition** – Local pitmasters compete with bold flavors and inventive dishes.
- **Live Blues Music** – High-energy performances set the soundtrack for the festival.
- **Affordable & Inclusive** – \$5 admission (kids under 10 free) ensures broad community participation.
- **High Visibility** – Sponsors reach engaged audiences onsite and through robust event marketing.
- **Creative Impact** – Aligns your brand with a festival where art, food, music, and cars connect the community.

Oro Valley Spring Festival of the Arts



March 6 & 7, 2027

Oro Valley Marketplace
12155 N Oracle Rd
Oro Valley, AZ 85737

Sat 10am-4pm & Sun 10am-4pm
Free Admission

Sponsorship Highlights

- **15,000 Attendees** – A two-day spring celebration of art, food, and community.
- **Curated Artisan Marketplace** – 100+ independent artists and makers showcasing jewelry, ceramics, paintings, and more.
- **Culinary & Wine Experiences** – Curated by Tucson Foodie with tastings from local chefs and Arizona wineries.
- **Interactive Activities** – Kids' fun zones, live art installations, and Plein Air Painting Competition.
- **Live Music & Performances** – Strolling acts and stage entertainment energize the festival atmosphere.
- **Community Impact** – Supports local artists, small businesses, and the sustainability of Arizona's creative economy.
- **High Marketing Reach** – Sponsors gain visibility through regional promotion and on-site brand activations.

Events & Festivals



2026-2027



Catalyst Creative Collective at Tucson Mall



YEAR ROUND OPPORTUNITIES

Tucson Mall
4500 N. Oracle Rd Suite 110
Tucson, AZ 85705

Sponsorship Highlights

- **25,000+ Annual Visitors** – Year-round arts, cultural, educational, and community experiences in the heart of Tucson.
- **500 Classes & Events** – Performances, exhibitions, workshops, meetings and special events throughout the year.
- **14,000 Sq. Ft. Creative Hub** – Flexible event, classroom, culinary, meeting, and production spaces inside Tucson Mall.
- **Corporate & Private Events** – Host retreats, conferences, receptions, team-building experiences, and creative gatherings.
- **Creative Team Experiences** – Engage employees through artist-led workshops, culinary experiences and hands-on activities.
- **Year-Round Partnerships** – Build deeper connections through sponsorships, special programs, artist residencies, and community collaborations.
- **Community Impact** – Support an accessible home for artists, nonprofits, educators, entrepreneurs, and creative businesses.

WHY PARTNER WITH ART STATE ARIZONA?



Sponsoring **Art State Arizona** is more than an investment in a single event—it's a commitment to shaping Arizona's future. Formerly the Southern Arizona Arts & Cultural Alliance (SAACA), Art State Arizona has expanded its reach to deliver creative, cultural, and economic impact across the state.

Your partnership connects your brand with tens of thousands of attendees through festivals, culinary events, public art, and statewide programs reaching diverse, multigenerational audiences. **With more than 45,000 engaged subscribers and partnerships spanning government, healthcare, education, tourism, and business, Art State Arizona offers exceptional visibility and credibility.**

By aligning with us, you position your brand as a champion of creativity, innovation, and community well-being. Sponsorship fuels local economies, supports artists and small businesses, and helps make the arts essential to everyday life.

Connect with audiences in authentic, memorable ways while demonstrating your company's commitment to a thriving Arizona. Together, we can make Arizona the Art State.

CONTACT JYNNIFER DODSON (520) 797-3959 OR EMAIL AT JYNNIFER@ARTSTATEAZ.ORG TO DISCUSS YOUR SPONSOR PACKAGE

