

Arizona Palooza

TELEVISED!

2021 Sponsorship Package

Since 2017, the Tucson Palooza has brought together agencies from across Tucson and Pima County to deliver information regarding mental health in a fun, informal setting. It combines the informational force of a resource fair, the festivities of a carnival (including games for the whole family) with live music and resource exhibitors. Each year the Palooza strives to entertain diverse participants while providing resources and reducing the stigma that is often associated with mental health.

To reach an even larger audience in a safe manner, we're transforming our event!

With the help of KOLD-TV and your sponsorship, the 2021 ARIZONA Palooza (*bigger event, bigger name!*) will become an uninterrupted hour-long broadcast and digital stream event to THOUSANDS of viewers across southern Arizona!

Past Palooza community partners: Arizona Complete Health, Banner University Health Plans, Community Medical Services, University of Arizona RISE, Coyote Task Force and MIKID. Please consider joining us at one of the following levels of sponsorship:

A: PRESENTING SPONSOR (±): \$5,000 **THANK YOU** *Banner University Health Plans!*

- Logo prominently featured as Presenting Sponsor on all KOLD advertising (30 Promo Commercials, 50,000 display impression online, 250,000+ Facebook followers, home page takeover of KOLD.COM for 24-hours, E-blast to 20,000+ subscribers)
- Inclusion in "Noon Notebook" Promotion Interview (reaching more than 15,000 households)
- In-program Spotlight
- Logo and link featured on Palooza website and Facebook page

B: CHAMPION (∩ 1 available): \$2,000 **THANK YOU** *Arizona Complete Health & Camp Wellness!*

- Inclusion in KOLD.COM Facebook/Instagram boosted posts (50,000 display impressions online, 250,000+ Facebook followers)
- In-program Spotlight
- Logo and link featured on Palooza website and Facebook page

C: MEDALIST (∩ 1 available): \$1,000 **THANK YOU** *Community Medical Services & Coyote Task Force!*

- In-program spotlight
- Logo and link featured on Palooza website and Facebook page

Thank you for your consideration, we look forward to working with you!

2021 Arizona Palooza Sponsorship Application

Sponsor Name or Company: _____

Website Link: _____

Contact: _____ Email: _____

Address: _____

Phone: _____ Amount of Donation (\$): _____

ALL APPLICATIONS TO BE RECEIVED NO LATER THAN 4/15/21.

Digital logos due with sponsorship form. Please send to hwcenter@email.arizona.edu.

Please make checks out to our holding account: **UA Foundation/Arizona Palooza** and mail to:

UA RISE Health & Wellness Center
c/o Pamela Wagner
1030 N. Alvernon Way
Tucson, AZ 85711

Or visit: <https://www.fcm.arizona.edu/tucson-palooza> to make your payment online. Please note in the "To designate your gift to a specific area or another fund" that it is for "2021 Arizona Palooza".

Your sponsorship payment qualifies as a tax-deductible donation to the extent allowed by law; please consult your tax advisor. All charitable contributions for the Arizona Palooza will be processed through the University of Arizona Foundation, a 501c3 organization. Arizona Palooza reserves the right to decline any sponsorship pledges.

Please keep a copy of this form for your records.

Questions? Email hwcenter@email.arizona.edu or go to www.tucsonpalooza.org.

Thank you from the Arizona Palooza!