



MAINTAINING • PRESERVING • PROMOTING • RESTORING
YUMA'S HISTORICAL RIVERFRONT

SPONSORSHIP OPPORTUNITIES

Yuma Crossing National Heritage Area
180 West 1st Street, Suite E
Yuma, AZ 85364
YumaHeritage.com





80,000

The number of **ANNUAL VISITORS**, from around the world, to Yuma's two state parks

56,033

SOCIAL MEDIA FOLLOWERS and over 4 million impressions annually

8,000

ATTENDEES, from across the Desert Southwest, participate in our signature events

Yuma Crossing National Heritage Area (YCNHA) is dedicated to restoring, preserving, maintaining, and celebrating Yuma, Arizona's vibrant history. We are thrilled to continue our work in restoring over 400 acres of lower Colorado River wetlands and habitats, ensuring river access for the Yuma community through beautiful riverfront parks and trails.

Through the preservation and maintenance of Yuma's two state parks, Colorado River State Historic Park and Yuma Territorial Prison State Historic Park, we offer residents and visitors from around the world a unique opportunity to experience the rich history at the Yuma Crossing, which has shaped the desert southwest.

By fostering private investment in the downtown area and along the riverfront, YCNHA is honoring Yuma's past and nurturing its future.

We proudly host "signature events" annually designed to enhance visitor experiences and celebrate Yuma's rich culture and history. Your tax-deductible financial contribution for these events will support our mission to restore, preserve and maintain Yuma's history. Together, we can continue to celebrate and share Yuma's unique heritage with the world.

Sincerely,

Cathy Douglas
Executive Director
Yuma Crossing National Heritage Area

Shelley Mellon
Board Chair
Yuma Crossing National Heritage Area

SIGNATURE EVENT CALENDAR

Prison to Prison Beer Run October 12, 2024
(Anticipated Attendance 300)

Dia de los Muertos October 26, 2024
(Anticipated Attendance 1,000)

Christmas at the Crossing
December 19-21, 2024
(Anticipated Attendance 5,000)

Wild West Days January 25, 2025
(Anticipated Attendance 1,500)



CHRISTMAS AT THE CROSSING

DECEMBER 19th-21st

Colorado River State Historic Park • 5-10pm



ANTICIPATED
ATTENDANCE

5000

YCNHA, in collaboration with R.L. Jones Insurance, will bring Christmas to life by transforming the park into a holiday wonderland.

Christmas Light Displays • Pictures with Santa Claus • Photo Booth
Christmas Maze • Wide variety of Family Fun Entertainment • Festive Retail and Food Vendors

SANTA CLAUS \$5000

- 10 Admission passes
- 10 VIP access passes
- 20x10 booth space located next to Santa Claus
- Large logo on promotional materials (Main stage banner, flyers, Posters)
- Social media recognition (Shout outs and dedicated post specific to sponsor)
- Verbal recognition during event
- Media coverage (Exclusive acknowledgment - radio, TV, press release, interview)
- SWAG Bag

RUDOLPH \$3500

- 6 Admission passes
- 6 VIP access passes
- 20x10 booth space
- Large logo on promotional materials
- Banner at event
- Social media recognition
- Verbal recognition during event
- SWAG Bag

ELF \$2500

- 4 Admission passes
- 4 VIP access passes
- 10x10 booth space
- Medium logo on promotional materials
- Banner at event
- Social media recognition
- SWAG Bag

NUTCRACKER \$1500

- 2 Admission passes
- 2 VIP access passes
- 10x10 booth space
- Medium logo on promotional materials
- Banner at event
- Social media recognition

SNOWMAN \$500

- 2 Admission tickets
- Small logo on promotional materials
- Banner at event
- Social media recognition

All sponsor levels recognized as donor in Yuma Crossing National Heritage Area annual report and website.



Sarah Halligan Communication Specialist (928) 373-5190 • Sarah.Halligan@yumaaz.gov
180 West 1st Street, Suite E Yuma, Arizona 85364 YumaHeritage.com

2024-2025 YCNHA Sponsorship/Donation Request

Company Name: _____

Name: _____

Address: _____

Phone: _____ Email: _____



Select your requested *tax-deductible sponsorship* options below and returned signed form to Sarah.Halligan@yumaaz.gov.

Christmas at the Crossing

Santa Claus
 \$5000

Rudolph
 \$3500

Elf
 \$2500

Nutcracker
 \$1500

Snowman
 \$500

TOTAL: \$ _____

Sponsor
Signature: _____

YCNHA
Signature: _____

Date: _____

Date: _____

Official agreement to follow signed request form.

Sponsors, when applicable please provide the following: Logo file (jpg, png, eps, pdf), website URL, Facebook and Instagram “@” handle, and written exclusive business information to YCNHA at Sarah.Halligan@yumaaz.gov.

*Field trip donations are 100% tax deductible, and event sponsorships are tax deductible, less the fair market value for any substantial return benefit received by sponsor as defined in Internal Revenue Code Section 513(i).



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