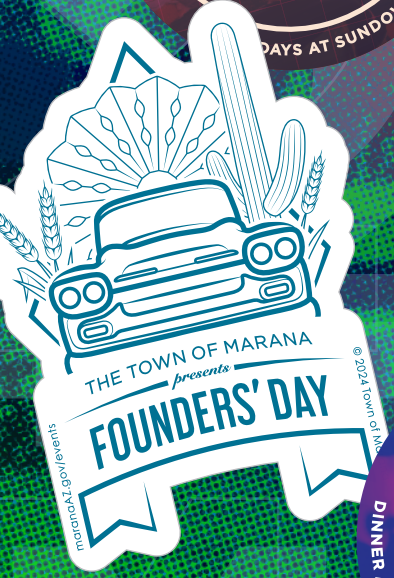


ENGAGEMENT OPPORTUNITIES

MARANA EVENTS 2025



THE TOWN OF MARANA

presents

SIGNATURE EVENTS SERIES

The Town of Marana offers family-friendly fun for all! Since 1977, Marana has been dedicated to providing FREE, multi-generational entertainments for the public to enjoy. As such, Marana is now also highly regarded across Southern Arizona for presenting award-winning events and festivals. These experiences are a key reason Marana continues to attract new residents, businesses, and visitors.

FOUNDERS' DAY PARADE & FESTIVITIES

SATURDAY, MARCH 15TH
PARADE AT 10AM FOLLOWED BY FESTIVITIES UNTIL 3PM
ED HONEA MARANA MUNICIPAL COMPLEX IN
DOWNTOWN MARANA

Celebrate Marana's birthday at the Founders' Day Parade and Festivities! Forty-eight years ago, a group of farmers changed history. Marana was officially incorporated on March 21, 1977, and has exponentially grown to become the fastest growing community in southern Arizona. Now, on the third Saturday in March, friends, neighbors, and visitors come together in Downtown Marana to honor the community's heritage with the "Biggest Little Parade in Arizona". A festival featuring a car show, live music, free children's activities, food trucks and vendors follows the parade.

Attendance Estimate: 4,000 - 5,000

Award-Winning Event – In 2022, the Town of Marana was honoured to win "Outstanding Cultural Program" for Founders' Day from the Arizona Parks and Recreation Association (APRA).

STAR-SPANGLED SPECTACULAR

FRIDAY, JULY 4TH
FUN STARTS AT 5PM – FIREWORKS AT 9PM
CROSSROADS AT SILVERBELL DISTRICT PARK

When it comes to celebrating our nation's birthday, Marana knows how to put on a party! As the largest organized Independence Day event in the region, over 17,000 people flock to Crossroads at Silverbell District Park to celebrate America's birthday – and for good reason! Marana's Star-Spangled Spectacular provides a diverse offering of food vendors, a car show, activities, lawn games, splash pad, free live music and 20-minute fireworks show to cap off a spectacular day of celebration.

Attendance Estimate: 12,000 - 13,000 in the park

Award-Winning Event – In 2023, the Town of Marana was honoured to win "Outstanding Cultural Program" for Star-Spangled Spectacular from the Arizona Parks and Recreation Association (APRA).

FALL FESTIVAL

SATURDAY, OCTOBER 18TH | 2:00 – 9:00PM
HERITAGE RIVER PARK

Marana's Fall Festival brings all the joys of fall on the farm to the public! You can take selfies in the sunflowers, amble through the Marana Community Garden, catch a movie in the Pole Barn, and then head over to the carnival for an evening of thrills. Play games, jump on the bouncy castles, or stomp your feet along with live music in the beer garden! If you think your little daredevil can master the sheep ridin' challenge, sign your kiddos up (ages 4-6) for mutton bustin'! Located just outside of the Tucson metro area, anyone can enjoy life on the farm at this beloved annual event.

Attendance Estimate: 5,000-6,000

Award-Winning Event – In 2024, the Town of Marana was honoured to win "Outstanding Special Event – Populations 25,000-100,000" award for Fall Festival from the Arizona Parks and Recreation Association (APRA).

HOLIDAY FESTIVAL & CHRISTMAS TREE LIGHTING

SATURDAY, DECEMBER 6TH | 2:00 – 9:00PM | TREE
LIGHTING AT 6:00 PM & ENCORE AT 8:30PM
ED HONEA MARANA MUNICIPAL COMPLEX

Kick off the holiday season and deck downtown at the largest synchronized Christmas Tree and Musical Light Show in ARIZONA. The Town's 45-foot tree is lit for the season at 6PM with an encore at 8:30PM. This popular event attracts thousands of people to Downtown Marana in one evening where guests can enjoy live performances from local community groups, shop for holiday gifts in the Mistletoe Market, Meet & Greet with The Grinch, and take a free photo with Santa & Mrs. Claus. Make merry memories when you come to the Marana Holiday Festival & Christmas Tree Lighting.

Pro Tip: The line for Free Photos with Santa closes at 8:30; if you are in line before that, you will get your photo no matter what.

Attendance Estimate: 10,000-12,000

NIGHTLY CHRISTMAS TREE & MUSICAL LIGHT SHOW

SUNDAY, DECEMBER 7TH – SUNDAY, DECEMBER 28TH
5:00PM – 9:00PM; EVERY HALF HOUR
ED HONEA MARANA MUNICIPAL COMPLEX

While Marana's Christmas Tree & Light Show debuts at our Holiday Festival every year, you can delight in the show the rest of December! From 5:00PM-9:00PM on the half hour starting December 7th and running through December 28th, guests can drive up to the roundabout circle at Marana Main Street and Civic Center drive to experience the FREE show. Featuring the Town of Marana's 45ft Christmas Tree with over

100,000 lights and an additional 100,000 lights in the surrounding landscape trees that are programmed in a dazzling, choreographed display to Holiday music.

Pro Tip: Tune your FM radio in to listen to the music from the comfort of your vehicle. The station is listed on the signage in the MMC Plaza.

COMMUNITY ENGAGEMENT SERIES

Our Community Engagement series is focused on providing enriching programs on a smaller scale than our Signature Events. These events are especially fun for groups and families to experience together!

CONCERTS IN THE COURTYARD

THIRD THURSDAYS (EXCEPT DECEMBER)

FEB 20, MAR 20, APR 17, MAY 15, SEPT 18, OCT 16,
NOV 20, DEC 11

5:00-7:00PM

ED HONEA MARANA MUNICIPAL COMPLEX COURTYARD

Concerts in the Courtyard is a free, multi-genre music series in the Fall and Spring that features local bands, themed nights, and food trucks. Notably, our October concert night is also the Town of Marana's Halloween Treat trail! Check out MaranaAZ.gov/Events for the full schedule.

MOVIES IN MARANA

SELECT SATURDAYS

APR 12, MAY 17, JUN 21, JUL 19, AUG 16,
SEPT 20, OCT 18

6:00-9:00PM | MOVIES SHOWN AT SUNDOWN
MARANA PARKS – MOVES EACH MONTH

Movies in Marana runs April-October and offers families seven opportunities to view a free, outdoor movie at a different Marana Park with theme nights, games, and food vendors on site. Check out MaranaAZ.gov/Movies for the full schedule.

CAMPING UNDER THE STARS

SATURDAY & SUNDAY | APRIL 12-13

2:00PM – 10:00AM

ORA MAE HARN DISTRICT PARK

\$7 (SMALL CAMPSITE) | \$12 (MEDIUM CAMPSITE) \$17
(LARGE CAMPSITE)

ALL AGES WELCOME at Marana's beloved annual Camping Under the Stars event! Dust off your camping gear and enjoy family activities and games. Movies in Marana, s'mores, Cowboy Singalong, a tent-decorating contest, food vendors on site and more! Sign Up at MaranaAZ.gov/Recreation.

EVENT SPONSORSHIPS

UNDERWRITING SPONSORSHIPS

Sponsorships bring exposure to your business and also benefit the entire community! Our Signature Events are a perfect platform for businesses to get out in front of thousands of people.

Marana's underwriting model allows for sponsors to directly support a vendor(s) at a particular event in exchange for event-day benefits, marketing exposure, and more. Every sponsorship is individually tailored to fit your business goals and budget. All sponsorship level options below are available on a first come/first served basis.

Note: There can only be one Signature Sponsor per event.

IN-KIND AND MEDIA SPONSORS

Customized In-Kind and Media sponsorship packages of any provided value are available for every event.

FOUNDERS' DAY SPONSOR LEVELS

BRONZE: \$500

- Children's Activities (Creation Station, Face Painter, Balloon Twister)

SILVER: \$1,000

- Car Show

GOLD: \$2,500

- Performers

PLATINUM 1: \$5,000

- Event Experiences (VIP Brunch, Parade Team, Photo Booth, Signage)

PLATINUM 2: \$5,000

- Inflatables

SIGNATURE: \$10,000+

- Stage

STAR-SPANGLED SPECTACULAR SPONSOR LEVELS

BRONZE: \$500

- Children's Activities (Creation Station, Face Painter, Balloon Twister)

SILVER: \$1,000

- Car Show

GOLD: \$2,500

- Performers

PLATINUM 1: \$5,000

- Event Experiences (Ice For Vendors, Photo Booth, Musical Petting Zoo, Signage)

PLATINUM 2: \$5,000

- Inflatables

SIGNATURE: \$10,000+

- Fireworks or Stage

FALL FESTIVAL SPONSOR LEVELS

BRONZE: \$500

- Children's Activities (Creation Station, Face Painter, Balloon Twister)

SILVER: \$1,000

- Art Walk

GOLD: \$2,500

- Performers

PLATINUM 1: \$5,000

- Event Experiences (Ice For Vendors, Photo Booth, Signage, Additional Kid Zone Activities)

PLATINUM 2: \$5,000

- Inflatables

SIGNATURE: \$10,000+

- Carnival or Stage

HOLIDAY FESTIVAL SPONSOR LEVELS

BRONZE: \$500

- Children's Activities (Creation Station, Face Painter, Balloon Twister)

SILVER: \$1,000

- Holiday Paintings

GOLD: \$2,500

- Performers (Santa and Mrs. Claus, Santa Photographer, Additional Performances)

PLATINUM 1: \$5,000

- Event Experiences (Character Meet and Greet, Photo Booth, Holiday Train, Additional Kid Zone Activities)

PLATINUM 2 : \$5,000

- Inflatables

SIGNATURE: \$10,000+

- Holiday Light Show or Stage

COMMUNITY ENGAGEMENT SERIES SPONSOR LEVELS

For Concerts, Movies, and Camping Under The Stars.

BRONZE: \$500

- Activities (Creation Station)

SILVER: \$1,000

- Performers or Stage

GOLD: \$2,500

- Concert Night

PLATINUM: \$5,000

- Half-Season (Either Fall or Spring)

SIGNATURE: \$10,000+

- Full-Season (Both Fall and Spring)



#MARANADOGLIFE

All Marana events are dog friendly! We simply ask that dogs be leashed, are picked up after, and recommend that they are comfortable in festival settings with crowds and potentially loud noises. **Learn more about our dog parks, town resources for pets, and more, at: maranaAZ.gov/doglife.**

MARANA EVENT STICKERS

Did you know? Marana events each have their own unique sticker designs. **Collect them all by visiting the Town of Marana booth at our events!**

PARTICIPATE IN MARANA EVENTS

Scan the QR code below to learn more about being a vendor, performer, sponsor or volunteer at Marana Events!

For Special Events Information,
visit: maranaAZ.gov/events

#MaranaEvents



EVENTS TOP 5 FAQ

1. **ATM:** There is an ATM available at a select Signature Events. Check the event's website to confirm.
2. **Cancellations:** Marana Events are rain or shine. Cancellations are rare but can occur if public health or safety is at risk.
3. **Cost:** All Marana Signature Events, concerts, and movies are FREE to the public to enjoy.
4. **Lost & Found:** During an event, if you lose any personal items, visit the event's Lost & Found at the Town of Marana's booth.
5. **Safe Ride:** All Signature Events have a designated Safe Ride / Drop Off / Pick-Up location. See the event's map for details.



MARANA AZ
PARKS & RECREATION



SIGNATURE EVENTS CALENDAR 2025

FEBRUARY 20

CONCERTS IN THE COURTYARD
Marana Chamber of Commerce Night

JULY 19

MOVIES IN MARANA
Featuring "Dr. Seuss' The Grinch (2018)"

MARCH 15

FOUNDERS' DAY
PARADE & FESTIVITIES

AUGUST 16

MOVIES IN MARANA
Featuring "Wicked: Part I"

MARCH 20

CONCERTS IN THE COURTYARD
#MaranaDogLife Night

SEPTEMBER 18

CONCERTS IN THE COURTYARD
Hispanic Heritage Night

APRIL 12-13

CAMPING UNDER THE STARS
+ MOVIES IN MARANA
Featuring "Planes 2"

SEPTEMBER 20

MOVIES IN MARANA
Featuring "The Mummy (1999)"

APRIL 17

CONCERTS IN THE COURTYARD
Sports & Wellness Night

OCTOBER 16

CONCERTS IN THE COURTYARD
Town's Halloween Treat Trail

MAY 15

CONCERTS IN THE COURTYARD
First Responders Night

OCTOBER 18

MARANA'S FALL FESTIVAL

MAY 17

MOVIES IN MARANA
Featuring "Moana 2"

NOVEMBER 20

CONCERTS IN THE COURTYARD
Food Drive for Marana Food Bank

JUNE 21

MOVIES IN MARANA
Featuring "Secret Life of Pets"
#MaranaDogLife Event

DECEMBER 6

HOLIDAY FESTIVAL &
CHRISTMAS TREE LIGHTING

JULY 4

STAR-SPANGLED SPECTACULAR

DECEMBER 7-28

NIGHTLY CHRISTMAS TREE &
MUSICAL LIGHT SHOW

DECEMBER 11

CONCERTS IN THE COURTYARD
Photo with Santa Night