



Become an Individual Sponsor of
CANAL CONVERGENCE
REFLECTIONS

NOVEMBER 8–17, 2024
AT THE SCOTTSDALE WATERFRONT

arts
scottsdale
canal convergence

Canal Convergence Individual Sponsorships

Your passion for art and generous support as a sponsor of Canal Convergence has a resounding ripple effect on the community, providing enriching exposure to world-class art to thousands of residents and visitors of Scottsdale.



Canal Convergence 2023. Photos: David Blakeman

Who We Are:

- Canal Convergence is an award-winning, free, light-based public art event that takes place each November at the Scottsdale Waterfront. This outdoor, interactive art event features large-scale, light-based public artworks created by local, national, and international artists.
- In addition to engaging public art experiences, Canal Convergence features nightly live music, performances, educational workshops, family-friendly activities, food trucks, beer, wine, and canned cocktail options!
- Canal Convergence is created and produced by Scottsdale Arts; a multidisciplinary nonprofit arts organization that offers a variety of art exhibitions and programming for residents and visitors through Scottsdale Center for the Performing Arts, Scottsdale Museum of Contemporary Art (SMoCA), Scottsdale Public Art, Scottsdale Arts Learning & Innovation, Canal Convergence, and Civic Center LIVE!

What to Expect at Canal Convergence 2024:

- Dates: November 8–17, 2024
- Hours: Fridays and Saturdays: 6–10 p.m., Sundays and Monday–Thursday: 6–9 p.m.
- 2024 Event Theme: Reflections
This year's event will exhibit artworks and performances that utilize physical and psychological reflections to inspire introspection and dialogue.
- 10–15 light-based public art installations located in, above, and along the banks of the Arizona Canal at the Scottsdale Waterfront.
- Live music at the Herberger Stage and dance performances throughout the event, including nightly fire shows set to music.
- A two-night, indoor Mini Film Festival located within walking-distance of Canal Convergence.
- The return of the One Water Brewing Showcase beer tasting event in partnership with Scottsdale Water and local breweries.
- Family-friendly activities, workshops, art tours, and more to come with new experiences and programming added throughout the year!

Canal Convergence Event Data

By sponsoring Canal Convergence, you contribute to cutting-edge artistic innovation, education opportunities, employment for artists and art handlers, economic vitality of our city, and more! The event metrics below illustrate the extensive reach and impact your sponsorship can have on our audiences.

2023 Event Metrics Highlights:



175,000+ Attendees visited Canal Convergence over the 10 days of the event.



1,000,000+ Impressions from Canal Convergence 2023 social media posts.



300,000+ Page views on CanalConvergence.com over the ten days of the event.



5,000+ Workshop attendees across 39 workshops provided over the 10 days of the event.



145+ Instances of press coverage with print, online, radio, and television.



Flario by Walter Productions, Canal Convergence 2023. Photo: David Blakeman.

Do you want to see more event metrics from Canal Convergence 2023? Or data from past events? Multi-year documentation of event metrics are available upon request.



The One Water Brewing Showcase, Canal Convergence 2023. Photo: David Blakeman.



MAPP by AlexP,
Canal Convergence 2022. Photo: David Blakeman.

Individual Sponsorship Levels and Benefits

Below you will find our principal individual sponsorship levels and benefits for monetary and in-kind value donations. Options for benefit customization are available upon request.

World Class Sponsor – \$50,000

- Behind-the-scenes tour of Canal Convergence artwork before public viewing and after-viewing cocktail reception (off-site) with Canal Convergence deputy director and Scottsdale Arts CEO for up to 12 people.
- Invitation to Scottsdale Arts' hosted VIP Night for up to 30 people.
- Complimentary tickets to select Canal Convergence workshops for up to 30 people.
- Complimentary food and drink vouchers (1 drink and 1 food item) for up to 30 people.
- Name recognized in relevant event promotional material and advertising, including newspapers, magazines, postcards, collateral materials, and website promotions for Canal Convergence (opportunities contingent on space available).
- Opportunity to select a song (from a curated list of options) for the fire show on the night of your choosing.
- Prominent name placement on on-site event sponsorship signs.
- Name recognized on Canal Convergence website on the footer of every page (opportunities contingent on space available).
- Prominent name placement in sponsor recognition on all Canal Convergence marketing email blasts.
- Name placement in "thank you" email to Scottsdale Art's subscribers and in sponsors and partners "thank you" social media post.
- Unlimited annual guest passes to Scottsdale Museum of Contemporary Art (SMoCA) for up to 30 people.
- Complimentary tickets for up to 30 people for a performance at Scottsdale Center for the Performing Arts or ticketed event at SMoCA.
- Private tour of Scottsdale Arts campus.

Title Sponsor – \$25,000

- Behind-the-scenes tour of Canal Convergence artwork before public viewing and after-viewing cocktail reception (off-site) with Canal Convergence deputy director and Scottsdale Arts CEO for up to 6 people.
- Invitation to Scottsdale Arts' hosted VIP Night for up to 20 people.
- Complimentary tickets to select Canal Convergence workshops for up to 20 people.
- Complimentary food and drink vouchers (1 drink and 1 food item) for up to 20 people.
- Name recognized in relevant event promotional material and advertising, including newspapers, magazines, postcards, collateral materials, and website promotions for Canal Convergence (opportunities contingent on space available).
- Name placement on on-site event sponsorship signs.
- Name recognized on Canal Convergence sponsors and partners web page.
- Name placement in sponsor recognition on all Canal Convergence marketing email blasts.
- Name placement in "thank you" email to Scottsdale Art's subscribers and in sponsors and partners "thank you" social media post.
- Unlimited annual guest passes to Scottsdale Museum of Contemporary Art (SMoCA) for up to 20 people.
- Complimentary tickets for up to 20 people for a performance at Scottsdale Center for the Performing Arts or ticketed event at SMoCA.
- Private tour of Scottsdale Arts campus.





*DICE by Iregular, Canal Convergence 2023.
Photo: David Blakeman.*

Presenting Sponsor – \$10,000

- Behind-the-scenes tour of Canal Convergence artwork before public viewing and after-viewing cocktail reception (off-site) with Canal Convergence deputy director and Scottsdale Arts CEO for up to 4 people.
- Invitation to Scottsdale Arts' hosted VIP Night for up to 10 people.
- Complimentary tickets to selected Canal Convergence workshops for up to 10 people.
- Complimentary food and drink vouchers (1 drink and 1 food item) for up to 10 people.
- Name recognized in relevant event promotional material and advertising, including newspapers, magazines, postcards, collateral materials, and website promotions for Canal Convergence (opportunities contingent on space available).
- Name placement on on-site event sponsorship signs.
- Name recognized on Canal Convergence sponsors and partners web page.
- Name placement in sponsor recognition on all Canal Convergence marketing email blasts.
- Name placement in "thank you" email to Scottsdale Art's subscribers and in sponsors and partners "thank you" social media post.
- Unlimited annual guest passes to Scottsdale Museum of Contemporary Art (SMoCA) for up to 10 people.
- Complimentary tickets for up to 10 people for a performance at Scottsdale Center for the Performing Arts or ticketed event at SMoCA.
- Private tour of Scottsdale Arts Campus.

Signature Sponsor – \$5,000

- Invitation to Scottsdale Arts' hosted VIP Night for up to 6 people.
- Complimentary food and drink vouchers (1 drink and 1 food item) for up to 6 people.
- Name placement on on-site event sponsorship signs.
- Name recognized in event promotional material (opportunities contingent on space available).
- Name placement in sponsor recognition on all Canal Convergence marketing email blasts.
- Name placement in "thank you" email to Scottsdale Art's subscribers and in sponsors and partners "thank you" social media post.
- Name recognized on Canal Convergence website sponsors and partners web page.
- Unlimited annual guest passes to Scottsdale Museum of Contemporary Art (SMoCA) for up to 6 people.
- Complimentary tickets for up to 6 people for a performance at Scottsdale Center for the Performing Arts or ticketed event at SMoCA.

Supporting Sponsor – \$2,500

- Complimentary food and drink vouchers (1 drink and 1 food item) for up to 4 people.
- Name recognized in event promotional material (opportunities contingent on space available).
- Name placement in "thank you" email to Scottsdale Art's subscribers.
- Name recognized on Canal Convergence sponsors and partners web page.
- Name placement on on-site event sponsorship signs.
- Unlimited annual guest passes to Scottsdale Museum of Contemporary Art (SMoCA) for up to 4 people.
- Complimentary tickets for up to 4 people for a performance at Scottsdale Center for the Performing Arts or ticketed event at SMoCA.



Scottsdale Arts' Roundabout at Canal Convergence 2023.
Photo: David Blakeman.



Event attendees enjoying live music at Soleri Plaza, Canal Convergence 2022. Photo: David Blakeman.

Additional Sponsorship Opportunities (à la carte)

Exclusive Beer & Wine Garden Sponsor – \$12,500

- Naming rights for the beer and wine garden in Soleri Plaza (this area also includes the live music stage, food trucks, and is the site of the One Water Brewing Showcase beer-tasting event).
- Complimentary food and drink vouchers (1 drink and 1 food item) for up to 12 people.
- Invitation to Scottsdale Arts' hosted VIP Night for up to 12 people.
- Name recognized in event promotional material and key advertising, including newspapers, magazines, and website promotions for Canal Convergence (opportunities contingent on space available).
- Name placement on on-site event sponsorship signs.
- Name placement in sponsor recognition on all Canal Convergence marketing email blasts.
- Name recognized on Canal Convergence sponsors and partners web page.
- Name placement in "thank you" email to Scottsdale Art's subscribers and in sponsors and partners "thank you" social media post.
- Unlimited annual guest passes to Scottsdale Museum of Contemporary Art (SMoCA) for up to 12 people.
- Complimentary tickets for up to 12 people for a performance at Scottsdale Center for the Performing Arts or ticketed event at SMoCA.
- Private tour of Scottsdale Arts Campus.



Fire Show Partner – \$12,500

- Invitation to Scottsdale Arts' hosted VIP Night for up to 10 people.
- Name placement on on-site event sponsorship signs.
- Name placement on on-site fire show schedule and artwork signage.
- Name recognized in event promotional material and key advertising, including newspapers, magazines, and website promotions for Canal Convergence (opportunities contingent on space available).
- Name placement in sponsor recognition on all Canal Convergence marketing email blasts.
- Name recognized on fire show artwork web page.
- Name recognized on fire show artwork web page.
- Name recognized on Canal Convergence sponsors and partners web page.
- Name placement in "thank you" email to Scottsdale Art's subscribers and in sponsors and partners "thank you" social media post.
- Unlimited annual guest passes to Scottsdale Museum of Contemporary Art (SMoCA) for up to 10 people.
- Complimentary tickets for up to 10 people for a performance at Scottsdale Center for the Performing Arts or ticketed event at SMoCA.
- Private tour of Scottsdale Arts Campus.

Please contact Marcus Pittaluga, individual giving manager, at 480-425-5353 or MarcusP@ScottsdaleArts.org, to discuss opportunities and benefits today.

ScottsdaleArts.org | 7380 E Second Street, Scottsdale, AZ 85251



Reflections by Immerge Interactive, Canal Convergence 2022. Photo: David Blakeman.

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