

Become a Community Partner of
CANAL CONVERGENCE
REFLECTIONS

NOVEMBER 8-17, 2024
AT THE SCOTTSDALE WATERFRONT

arts
scottsdale

FLAR/O, Walter Productions,
Canal Convergence 2023.
Photo: David Blakeman

Canal Convergence Community Partnerships

As a community partner of Scottsdale Arts' Canal Convergence, your story intertwines with ours and elevates your brand, allowing us to tailor opportunities and build strategic partnerships that create a lasting impact.



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, beer, wine, and canned cocktail options, food trucks, and much more!
- Canal Convergence is created and produced by Scottsdale Arts; a multidisciplinary non-profit 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, 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.
- 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.
- Family-friendly activities, workshops, art tours, and more to come with new experiences and programming added throughout the year!

Canal Convergence Event Data

By partnering with Canal Convergence, your company will gain significant exposure to local, national and international audiences. Our proven track record and metrics demonstrate the reach and engagement of our audience, ensuring that your organization receives visibility and recognition.

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 TV.



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

Do you want to see more event metrics from Canal Convergence 2024? 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.

Community Partnership Opportunity

This is a chance to engage your nonprofit group, organization, or business with the Scottsdale community and local, national, and international visitors during Canal Convergence. There is no participation fee for this opportunity.

Who is eligible?

Arizona-based nonprofit organizations, foundations, and entities alike are invited to the Scottsdale Arts Roundabout to promote their mission and services. This entity must provide proof of status via a copy of their 501 (c)3 letter. Space is limited and the deadline for this opportunity is October 1, 2024.

Benefits of Being a Community Partner

Normally valued at \$2,500, Community Partners benefit from front-facing booths that allow exposure to large crowds of more than 100,000 attendees over ten days to promote their Arizona-based nonprofit organizations. Additional benefits include:

- Opportunities to provide marketing materials, collateral, enrollment opportunities, etc., to Canal Convergence visitors.
- Name recognition on Canal Convergence Community Partners page.
- Inclusion in social media posts as they are related to Scottsdale Arts Roundabout.
- Name recognized in relevant event promotional material (opportunities contingent on space available).
- Name placement in “thank you” email to Scottsdale Art’s subscribers.
- Name recognized on Canal Convergence Community Partners web page.
- Name placement on on-site event signs that recognize community partnerships.

Community Partner Requirements:

Community Partners are also required to offer an engaging activity that allows our visitors the opportunity to experience an interactive feature at their booth, such as a community engagement project, workshop, or demonstration with a hands-on participation activity for the public.

- It is highly encouraged that your activity aligns with the 2024 theme, "Reflections." This year's event will exhibit artworks and performances that utilize physical and psychological reflections to inspire introspection and dialogue.
- Activities must be crafted in a way that a minimum of 100 people can participate in your activity every night you are present.
- Engagement activities must be appropriate for all ages, and it is highly encouraged that the activity can be done by all ages.
- Community Partners must promote their presence at the event on their social media channels and website.
- Upon request, Canal Convergence staff can work with partners to assist in the ideation of their workshop or activity. Please submit your request prior to September 13, 2024.
- All activities must be approved by the Canal Convergence team prior to the event.
- Community Partners are required to stay on-site for the duration of the event each date they are scheduled.

Community Partner Booth Setup

Community Partners will be provided a 10' x 10' tent space and 10' x 10' workshop space in a designated Community Partner zone at Canal Convergence. The booths must be fully set up at the waterfront prior to the start of the event, and each group is expected to stay until the event ends. Partners will be responsible for providing their own materials and equipment. The Canal Convergence team will supply tables, chairs, and access to power.

- We recommend that each Community Partner brings 1 branded pop-tent, 1 tablecloth, and booth lights for their vendor space.

For more information about this opportunity, please contact Canal Convergence Event Coordinator, Kiara Brown at KiaraB@ScottsdaleArts.org.





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

arts
scottsdale
canal convergence