

ENGAGEMENT OPPORTUNITIES

# MARANA EVENTS 2024



# 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 big reason why Marana has become a popular destination for new residents, businesses, and visitors.

### FOUNDERS' DAY

SATURDAY, MARCH 16TH

PARADE AT 10AM | FESTIVITIES UNTIL 3PM  
MARANA MUNICIPAL COMPLEX

Celebrate Marana's birthday at the Founders' Day Parade and Festivities! Forty-seven 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.

**Pro tip:** Arrive early to get a great spot to watch the parade on Marana Main Street between 8:30-9:30AM.

**Attendance estimate:** 4,000-5,000

### STAR-SPANGLED SPECTACULAR

THURSDAY, 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 a 20-minute fireworks show to cap off a spectacular day of celebration.

**Fun fact:** 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).

**Attendance estimate:** 12,000-13,000

### FALL FESTIVAL

SATURDAY, OCTOBER 12TH

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.

**Fun fact:** The last Movies in Marana movie of the year is shown at Fall Festival in the Pole Barn at sundown!

**Attendance estimate:** 6,000-8,000

### HOLIDAY FESTIVAL & CHRISTMAS TREE LIGHTING

SATURDAY, DECEMBER 7TH

2:00 – 9:00PM | TREE LIGHTING AT 6:00PM

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 new 45-foot tree is lit for the season at 6:00PM 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, and take a free photo with Santa & Mrs. Claus. Relive old memories and make a few more 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 then, you will get your photo!

**Attendance Estimate:** 10,000-12,000

### NIGHTLY CHRISTMAS TREE LIGHT SHOW

DECEMBER 8TH – DECEMBER 28TH

5:00PM – 9:00PM || EVERY HALF HOUR

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 5:00-9:00PM on the half hour starting December 8th and running through December 28th, guests can drive up to the roundabout

at Marana Main Street and Civic Center Drive to experience the FREE show. Featuring the Town of Marana's 45-foot Christmas tree with over 40,000 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)

SPRING AND FALL | 5:00 – 7:00PM

MARANA MUNICIPAL COMPLEX

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.

Check out [maranaAZ.gov/events](https://maranaAZ.gov/events) for the full schedule.

### MOVIES IN MARANA

SELECT SATURDAYS AT SUNDOWN

APRIL TO OCTOBER | 6:00 – 9:00PM

MARANA PARKS (LOCATION CHANGES)

Movies in Marana runs April-October and offers families eight 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](https://maranaAZ.gov/movies) for the full schedule.

### CAMPING UNDER THE STARS

SATURDAY, APRIL 20TH & SUNDAY, APRIL 21ST

2:00PM – 10:00AM

ORA MAE HARN DISTRICT PARK

All ages are 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 sing-along, a tent decorating contest, food vendors on site and more!

Sign up at [maranaAZ.gov/recreation](https://maranaAZ.gov/recreation).

**Cost:** Small campsite (\$7), medium campsite (\$12), and large campsite (\$17)

# EVENT SPONSORSHIPS

## UNDERWRITING SPONSORSHIPS

Sponsorships bring exposure to your business and benefits the entire community! Our Signature Events are a perfect opportunity for business to get out in front of thousands of people. Underwriting sponsors support an event in exchange for event-day benefits, marketing exposure and more. Our sponsorships can be tailored to fit your business goals and budget.

**Note:** A single signature sponsor is permitted per event.

## IN-KIND AND MEDIA SPONSORS

Customized sponsorship packages of any provided value are available.

## 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 breakfast, 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 vcharacter 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](http://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](https://maranaAZ.gov/events)

#MaranaEvents



### EVENTS TOP 5 FAQ

- **Cost:** All of Marana's Signature Events, concerts, and movies are **FREE** to the public to enjoy.
- **Cancellations:** Marana Events are rain or shine. Cancellations are rare but can occur if public health or safety is at risk.
- **ATM:** There is always an ATM at all four Signature Events.
- **Lost and Found:** If you lose any personal items, visit the event's lost and found at the **Town of Marana's booth**. See event map for details.
- **Safe Ride:** All Signature Events have a designated Safe Ride drop off/pick up location. See event map for details.



# SIGNATURE EVENTS CALENDAR 2024

## FEBRUARY 15

CONCERTS IN THE COURTYARD  
*Marana Chamber of Commerce Night*

## MARCH 16

FOUNDERS' DAY PARADE & FESTIVITIES

## MARCH 21

CONCERTS IN THE COURTYARD  
*Food Drive for Marana Food Bank*

## APRIL 18

CONCERTS IN THE COURTYARD  
*Sports & Wellness Night*

## APRIL 20-21

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

## MAY 16

CONCERTS IN THE COURTYARD  
*First Responders Night*

## MAY 18

MOVIES IN MARANA  
*Featuring "Pirates of the Caribbean:  
The Curse of the Black Pearl"*

## JUNE 15

MOVIES IN MARANA  
*Featuring "The Bad Guys"*

## JULY 4

STAR-SPANGLED SPECTACULAR

## JULY 20

MOVIES IN MARANA  
*Featuring "The Little Mermaid (2023)"*

## AUGUST 17

MOVIES IN MARANA  
*Featuring "Tangled"*

## AUGUST 31

POOL PARTY TO DIVE FOR  
+ MOVIES IN MARANA  
*Featuring "Sing"*

## SEPTEMBER 19

CONCERTS IN THE COURTYARD  
*Hispanic Heritage Night*

## SEPTEMBER 21

NATIONAL NIGHT OUT  
+ MOVIES IN MARANA  
*Featuring "The League of Super Pets"*

## OCTOBER 12

FALL FESTIVAL  
+ MOVIES IN MARANA  
*Featuring "Haunted Mansion"*

## OCTOBER 17

CONCERTS IN THE COURTYARD  
*Town's Halloween Treat Trail*

## NOVEMBER 21

CONCERTS IN THE COURTYARD  
*Marana Police Thanksgiving Food Drive*

## DECEMBER 7

HOLIDAY FESTIVAL &  
CHRISTMAS TREE LIGHTING

## DECEMBER 8-28

NIGHTLY CHRISTMAS TREE &  
MUSICAL LIGHT SHOW

## DECEMBER 12

CONCERTS IN THE COURTYARD  
*Photo with Santa Night*