

Become a Corporate Partner of

CANAL CONVERGENCE SHOWTIME!

NOVEMBER 7–16, 2025
AT THE SCOTTSDALE WATERFRONT



arts
scottsdale

FireReflection, by Walter Productions,
Canal Convergence 2024. Photo: David Blakeman

Canal Convergence Corporate Partnerships

As a corporate 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 2024.
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 event features large-scale, interactive artwork, 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, and 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 2025:

- Dates: November 7–16, 2025
- Hours: Fridays and Saturdays: 6–10 p.m., Sundays and Monday–Thursday: 6–9 p.m.
- 2025 event theme: Showtime!
- This year's event theme will focus on performance as public art, as well as the subject of performance itself, including its history, cultural significance, and role in art and society.
- 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, dance performances throughout the event, and nightly fire shows set to music.
- Family-friendly activities, workshops, art tours, and more to come, with new experiences and programming added throughout the year!



Synthesis by Immerge Interactive.
Canal Convergence 2024. Photo: Immerge Interactive

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.

2024 Event Metrics Highlights:



130,000+ attendees visited Canal Convergence over the 10 days of the event.



4,000+ workshop attendees from 55 workshops provided over the 10 days of the event.



1,000,000+ impressions from Canal Convergence 2024 social media posts.



70+ instances of press coverage with print, online, radio, and television.



250,000+ page views on CanalConvergence.com over the 10 days of the event.

Additional event metrics data available upon request.



FLARIO by Walter Productions.
Canal Convergence 2023. Photo: David Blakeman



The ARRAY by Big Art, Canal Convergence 2024.
Photo: David Blakeman



Corporate Partnership Levels and Benefits

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

World Class Partner – \$50,000

- Promotional Product Booth Opportunity with choice of booth location – Advertise brand during both weekends (Friday–Sunday), our highest foot-traffic nights, with an up to 10-by-20-foot space (Scottsdale Arts to provide power, and upon request, a 10-by-10 or 10-by-20-foot white tent, tables, chairs, and tent lighting. Partners may also bring their own branded tent and materials).
- Invitation to Scottsdale Arts’ hosted VIP Night for up to 30 people.
- Complimentary Canal Convergence workshop for up to 30 staff.
- 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 10 people.
- Logo 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).
- Prominent logo placement on on-site event sponsorship signs.
- Logo recognized on Canal Convergence website through prominent placement on sponsors and partners web page and additional key event web page(s) with link to sponsor website.
- Prominent logo placement in sponsor recognition on all Canal Convergence marketing email blasts.
- Logo placement in “thank you” email to Scottsdale Arts’ 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 Partner – \$25,000

- Promotional Product Booth Opportunity with choice of booth location within three designated partner and sponsor booth areas – Advertise brand during both weekends (Friday–Sunday), our highest foot-traffic nights with an up to 10-by-20-foot space (Scottsdale Arts to provide power and partners to bring a 10-by-10-foot or 10-by-20 -foot white or branded tent, table, chairs, and tent lighting).
- Invitation to Scottsdale Arts’ hosted VIP Night for up to 20 people.
- 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 8 people.
- Complimentary tickets to select Canal Convergence ticketed workshops for up to 20 people.
- Logo recognized in relevant event promotional material and print and electronic advertising, including newspapers, magazines, postcards, collateral materials, and website promotions for Canal Convergence (opportunities contingent on space available).
- Logo placement on on-site event sponsorship signs.
- Logo recognized on Canal Convergence website through prominent placement on sponsors and partners web page and additional key event web page(s) with link to sponsor website.
- Prominent logo placement in sponsor recognition on all Canal Convergence marketing email blasts.
- Logo placement in “thank you” email to Scottsdale Arts’ 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.





Presenting Partner – \$10,000

- Promotional Product Booth Opportunity – Advertise brand during both weekends (Friday–Sunday), our highest foot-traffic nights with an up to 10-by-10-foot space (Scottsdale Arts to provide power and partners to bring a 10-by-10-foot white or branded tent, table, chairs, and tent lighting).
- Invitation to Scottsdale Arts’ hosted VIP Night for up to 10 people.
- 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.
- Logo recognized in event promotional material and key advertising, including newspapers, magazines, and website promotions for Canal Convergence (opportunities contingent on space available).
- Logo placement on on-site event sponsorship signs.
- Logo placement in sponsor recognition on all Canal Convergence marketing email blasts.
- Logo placement in “thank you” email to Scottsdale Arts’ subscribers and in sponsors and partners “thank you” social media post.
- Logo recognized on Canal Convergence sponsors and partners web page.
- 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 Partner – \$5,000

- Promotional Product Booth Opportunity – Advertise brand during both weekends (Friday–Sunday), our highest foot-traffic nights (Scottsdale Arts to provide power and partners to bring a 10-by-10-foot white or branded tent, table, chairs, and tent lighting).
- Invitation to Scottsdale Arts’ hosted VIP Night for up to 6 people.
- Logo placement on on-site event sponsorship signs.
- Name recognized in event promotional material (opportunities contingent on space available).
- Logo placement in sponsor recognition on all Canal Convergence marketing email blasts.
- Logo placement in “thank you” email to Scottsdale Arts’ subscribers and in sponsors and partners “thank you” social media post.
- Logo 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 Partner – \$2,500

- Promotional Product Booth Opportunity – Advertise brand during one weekend (Friday–Sunday). Scottsdale Arts to provide power and partners to bring a 10-by-10-foot white or branded tent, table, chairs, and tent lighting).
- Logo recognized in event promotional material (opportunities contingent on space available).
- Logo placement in “thank you” email to Scottsdale Arts’ subscribers.
- Logo recognized on Canal Convergence sponsors and partners web page.
- Logo included in on-site event sponsorship signage.
- 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



Additional Sponsorship Opportunities (à la carte)

Exclusive Beer and Wine Garden Partner – \$12,500

- Naming rights for the beer and wine garden in Soleri Plaza (this area also includes the live music stage and food trucks).
- 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.
- Logo recognized in event promotional material and key advertising, including newspapers, magazines, and website promotions for Canal Convergence (opportunities contingent on space available).
- Logo placement on on-site event sponsorship signs.
- Logo placement in sponsor recognition on all Canal Convergence marketing email blasts.
- Logo placement in "thank you" email to Scottsdale Arts' subscribers and in sponsors and partners "thank you" social media post.
- Logo recognized on Canal Convergence sponsors and partners web page.
- 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.



Various Events at Billie Jo Herberger's Lounge, Canal Convergence, 2019-2023.

VIP Night @ Billie Jo Herberger's Lounge – \$10,000

- Opportunity to host a special, one-night event for up to 150 people at Billie Jo Herberger's Lounge, located along the northeast canal bank of the event site.
- Access for your VIP Night event guests to an exclusive fire show viewing location with tiered seating along the canal. Reserved area closed off to the public throughout your selected event night.
- Logo placement in sponsor recognition on all Canal Convergence marketing email blasts.
- Logo placement on on-site event sponsorship signs.
- Logo recognized on Canal Convergence sponsors and partners web page.
- Catering and beverages for up to 150 people.
- Scottsdale Arts-selected DJ set for the evening or a special dance performance/artist activation.
- Small stage/platform, audio equipment, lighting, tables, chairs, and power.

Please contact Alycia Elfstrom, chief development officer, at 480-874-4620 or AlyciaE@ScottsdaleArts.org, to discuss opportunities and benefits today.

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

