

Become an Individual Sponsor of

# CANAL CONVERGENCE SHOWTIME!

NOVEMBER 7–16, 2025  
AT THE SCOTTSDALE WATERFRONT



arts  
scottsdale

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



# 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 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





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.

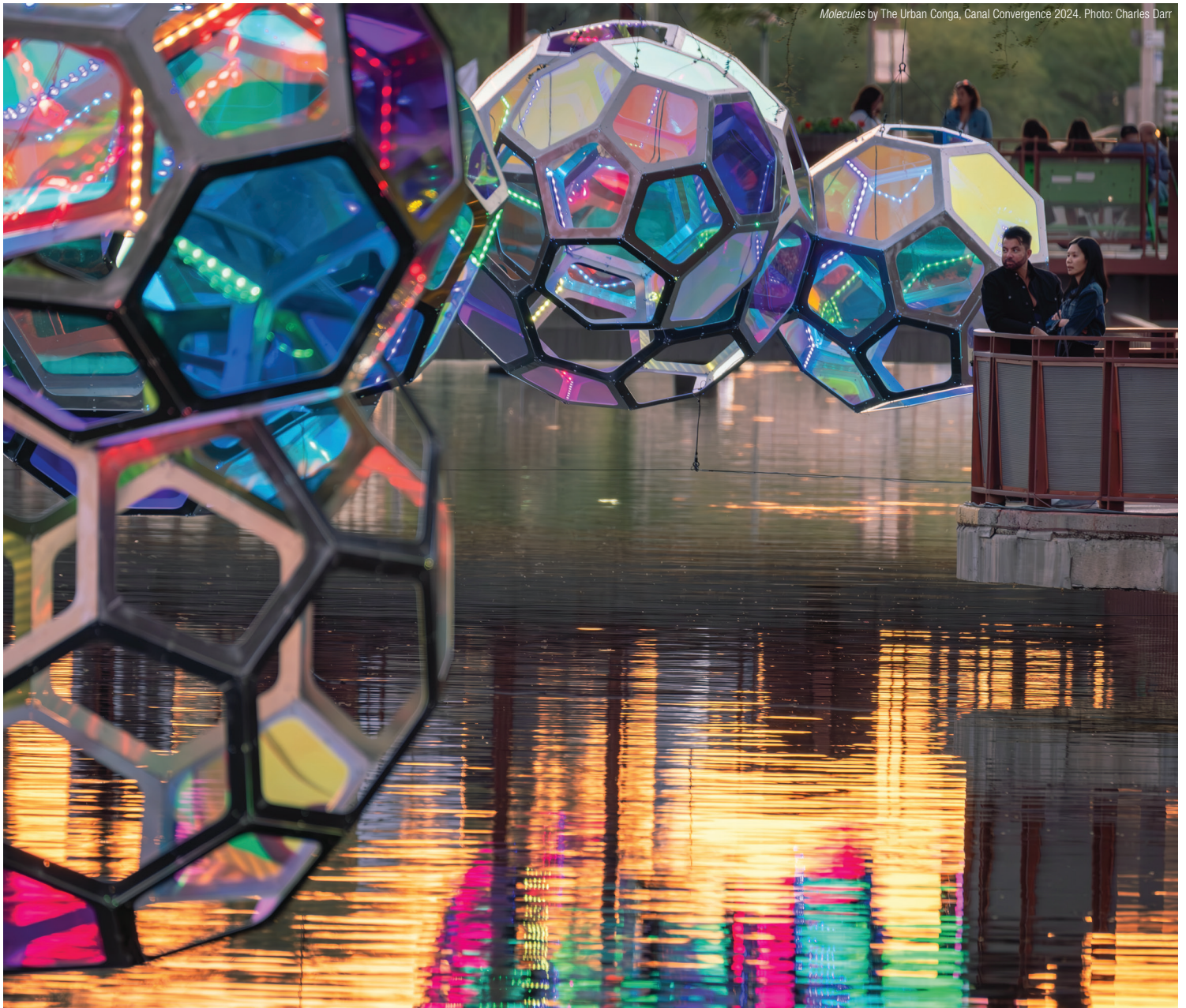
### World Class Sponsor – \$50,000

- 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 10 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.
- Prominent name placement on Canal Convergence sponsors and partners website.
- Prominent name placement in sponsor recognition on all Canal Convergence marketing email blasts.
- Name 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 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 8 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 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.







*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 6 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 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 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 Arts' 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 Arts' 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.







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

## Additional Sponsorship Opportunities (à la carte)

### Exclusive Beer and Wine Garden Sponsor – \$12,500

- Naming rights for the beer and wine garden in Soler Plaza (this area also includes the live music stage, food trucks, and 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 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 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.

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

[ScottsdaleArts.org](http://ScottsdaleArts.org) | 7380 E Second Street, Scottsdale, AZ 85251



