

11TH ANNUAL
— NOCHE EN
BLANCO



You are Cordially Invited

Hance Park Conservancy invites you to the 11th Annual Noche en Blanco, a multicultural community picnic dinner celebrating the spirit and vibrancy of Margaret T. Hance Park, presented in partnership with the Phoenix Parks and Recreation Department.

Marking the beginning of a new decade for this beloved community tradition, this year's celebration ushers in an exciting new chapter — honoring the event's lasting impact while looking ahead to the future of Hance Park as Phoenix's gathering place for culture, connection, and civic pride.

Join us for an unforgettable evening of community, culture, and connection as guests gather dressed in elegant white cocktail attire to enjoy live entertainment and dine under the stars on the park's lush east lawn.

The evening will feature the annual community toast led by Honorary Chair Kate Gallego, along with a dynamic multicultural entertainment showcase and special performances presented with support from the Hance Park Conservancy Board of Trustees.



SUPPORT THE FUTURE OF HANCE PARK

At the heart of Downtown Phoenix, Margaret T. Hance Park brings together community, culture, and connection. Through Noche en Blanco, guests help support the future of one of the city's most treasured public spaces.

One hundred percent of event proceeds from benefit the Hance Park Conservancy, a 501(c)3 nonprofit founded in 2010 to promote and advocate for the redevelopment of Margaret T. Hance Park in Downtown Phoenix.

Its Board of Trustees is comprised of community, city, and business leaders committed to cultivating, celebrating, and enhancing the natural, cultural, and recreational experiences that make Hance Park a regional gathering space for all.

In partnership with the City of Phoenix Parks and Recreation Department and Phoenix Community Alliance through the Hance Park Partner Coalition, the Conservancy also supports fundraising efforts to help realize the Hance Park Master Plan adopted by the City of Phoenix in 2014.

EVENT DETAILS

DATE: October 24, 2026

LOCATION: Hance Park – East Lawn,
116 E. Moreland St., Phoenix AZ

3:30 PM: Sponsor Table Host Set-Up

5:00 PM: Reception Begins with Live Entertainment

6:30 PM: Mayor's Community Toast

8:00 PM: Music & Dancing

10:00 PM: Event Ends



GATHER, DINE & SHINE

From the glow of lights overhead to the clink of wine glasses, Noche is a spirited evening of community, culture, and celebration. Dressed **en blanco**, guests enjoy exceptional entertainment, dancing, and dining in the heart of Hance Park, where every toast celebrates the connections that bring together friends, neighbors, and new acquaintances.

All Noche sponsors receive a catered guest experience with table delivery of preordered picnic selections, allowing them to skip the line and savor every moment.

A PICNIC BY AN EXPANDING CIRCLE OF PARTNERS

Hance Park Conservancy is proud to collaborate with renowned picnic partners, including **Heritage at Sportsman's Park**, which will debut its new high-end, bespoke catering experience exclusively for Noche en Blanco. Each picnic includes a charcuterie selection featuring premium cured meats, artisan cheeses, dried fruits, nuts, olives, and a sweet accompaniment, creating a beautifully curated culinary experience to enjoy throughout the evening.



HERITAGE
AT SPORTSMAN'S PARK

Hance Park Conservancy is also honored to welcome **Gallo**, the world's largest family-owned winery, as a valued beverage partner for this special evening. Gallo's commitment to quality and innovation will further elevate the Noche en Blanco experience with thoughtfully selected wine offerings for guests to enjoy.

GALLO

PRESENTING SPONSOR –\$15,000

*Presenting sponsor status of the event, to be referred to as
“Noche en Blanco presented by Clayco [and co-presenters]”**

Exclusive “Grass is Greener” Hospitality Package

- ☐ Three (3) hosted VIP tables for eight (8) guests in a premium location of your choice
- ☐ Four (4) reserved valet parking spaces
- ☐ “Grass is Greener” VIP expedited entry to the event
- ☐ An elevated catered picnic experience for your twenty-four (24) guests
- ☐ Premium beverage package, including:
 - Four (4) bottles of champagne
 - Four (4) bottles of premium wine of your choice
- ☐ Special “Sweet 16” Friends of Hance Park gift
- ☐ Commemorative group photo and drone video footage of your party

On-Site Recognition & Visibility

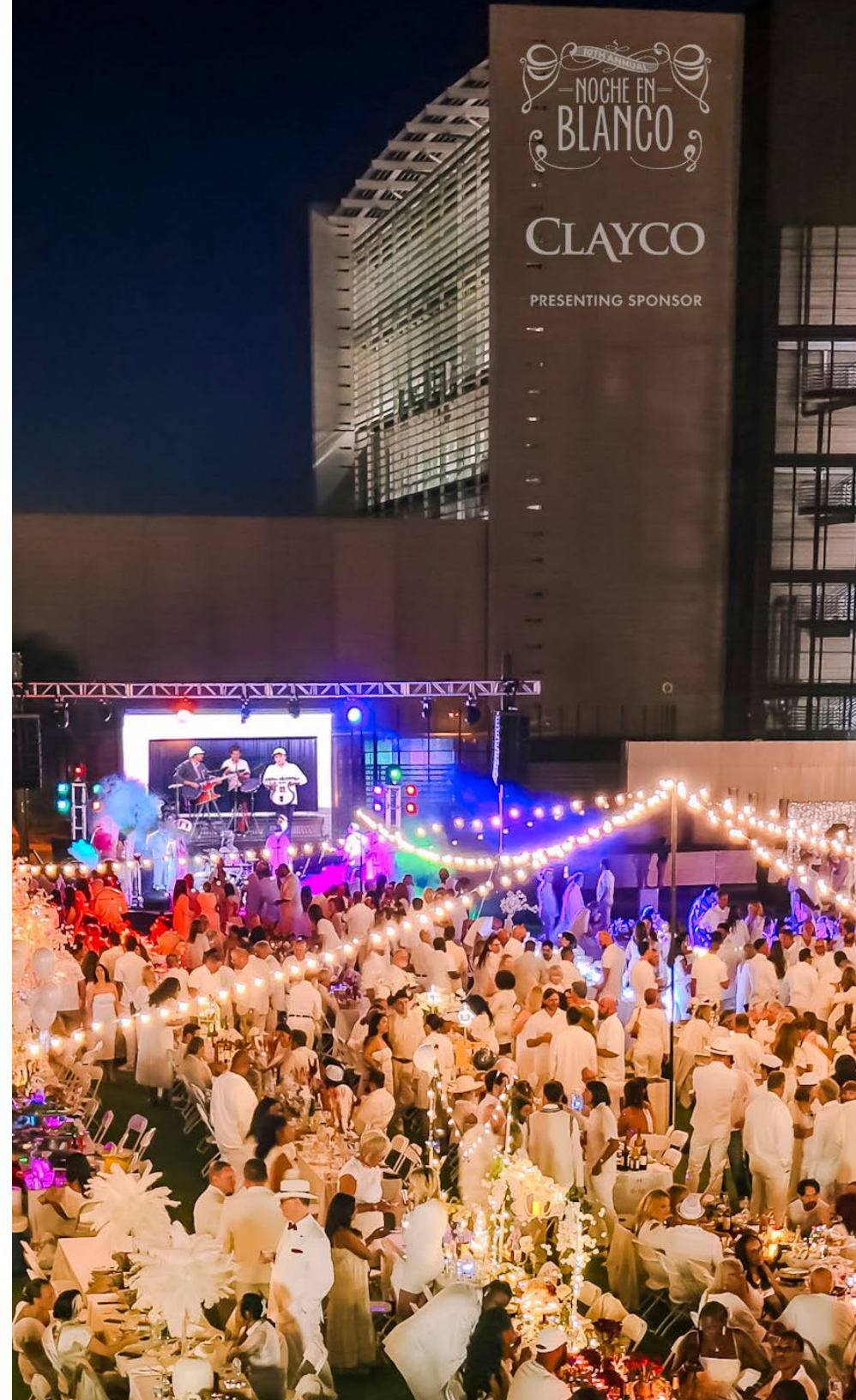
- ☐ Featured promotional video displayed on the main stage LED stage screen
- ☐ Featured recognition during the Mayor’s Community Toast
- ☐ Recognition as the Presenting Sponsor in stage announcements throughout the evening
- ☐ Custom on-site activations (mutually agreed upon)

Premier Branding Opportunities (beginning July 2026)

Prominent logo and/or name recognition as the Presenting Sponsor across event platforms, including:

- ☐ Projection on the east-facing exterior wall of Burton Barr Central Library
- ☐ Co-branded event step-and-repeat backdrop
- ☐ Printed bar signage
- ☐ Hance Park Conservancy website
- ☐ Hance Park Conservancy social media channels, minimum of ten (10) posts, one dedicated sponsor feature (200K+ views)
- ☐ Hance Park Conservancy e-newsletter, minimum ten (10) eblasts (44K impressions)
- ☐ Press releases and media announcements
- ☐ Printed event collateral and promotional materials

*up to three presenting sponsors to be identified





PARKITECT –\$5,500

- ☐ 2 hosted tables of 8 in a premium location
- ☐ Catered picnic boards for 16 guests (one board per two guests)
- ☐ 2 bottles of champagne for the Mayor's Community Toast
- ☐ 2 bottles of premium wine of choice
- ☐ VIP expedited entry to the event
- ☐ Projection on the east-facing exterior wall of Burton Barr Central Library
- ☐ Name recognition in stage announcements
- ☐ Prominent logo recognition on digital stage signage
- ☐ Prominent logo recognition on the HPC website
- ☐ Featured in Parkitect sponsor recognition post on social media
- ☐ Name recognition in HPC e-newsletters
- ☐ Name recognition in HPC press announcements

RANGER –\$3,300

- ☐ 1 hosted table of 8 in a premium location
- ☐ Catered picnic boards for 8 guests (one board per two guests)
- ☐ 2 bottles of champagne for the Mayor's Community Toast
- ☐ 2 bottles of wine of choice
- ☐ VIP expedited entry to the event
- ☐ Name recognition in stage announcements
- ☐ Logo recognition on digital stage signage
- ☐ Logo recognition on the HPC website
- ☐ Name recognition in HPC social media
- ☐ Name recognition in HPC e-newsletters
- ☐ Name recognition in HPC press announcements

GARDENER –\$1,600

- ☐ 1 hosted table of 8 in a premium location
- ☐ Catered picnic boards for 8 guests (one board per two guests)
- ☐ 2 bottles of champagne for the Mayor's Community Toast
- ☐ 2 bottles of wine
- ☐ Name recognition on digital stage signage
- ☐ Name recognition on the HPC website
- ☐ Name recognition in HPC social media
- ☐ Name recognition in HPC e-newsletters

NEIGHBOR –\$900

- ☐ 1 hosted table of 8, including picnic boards for 8 guests
- ☐ 1 bottle of champagne for the Mayor's Community Toast
- ☐ 1 bottle of wine
- ☐ Name recognition on the HPC website

MAKE IT A NOCHE TO REMEMBER

Reserve your Noche en Blanco sponsorship by August 14

to secure preferred sponsorship rates and receive priority seating placement, advance table host access, recognition in event materials, and year-round visibility through Hance Park Conservancy communications—while supporting the continued transformation and stewardship of Hance Park.

7 For more information, visit hanceparkphx.org





HANCE PARK CONSERVANCY BOARD OF TRUSTEES

Arizona Chapter of ASLA
Arizona Jewish Historical Society
Arizona School for the Arts
Arizona School for the Arts
Arizona State University
Artlink
Cambria Hotel
Downtown Phoenix, Inc.
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Evans Churchill Community Association
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Irish Cultural Center
Japanese Friendship Garden
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Portland on the Park Association
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Roosevelt Row CDC
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True North Studio
Individuals:
Steve Bruckal
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Leah Fregulia
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HPC EXECUTIVE COMMITTEE

Rick Naimark - President
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 **HANCE PARK**
CONSERVANCY
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Thank You.

