



P R E S S R E L E A S E

For immediate release

Contact: Dixie Prosser
480-252-2010, admin@folaz.org

Kickoff Party Planners Concerned Festival of Lights Sponsorships Behind Previous Years Kick-Off Party Fundraiser set for Saturday, November 24

Phoenix, AZ, October 18, 2007 – The Festival of Lights has been hit by the real estate slowdown as many longtime sponsors had to decline participating in this year's Kick-Off Party on Saturday, November 24. "We lost about a dozen long-timers who were realtors, brokers, title and mortgage companies," said Vice President Susan Ballman. The non-profit group is very behind in filling the roughly 50 spots and hopes that it doesn't have to reduce the number of attractions at the event in order to keep costs down.

While many of the bigger sponsors with more expensive packages returned, it's the roughly 50 smaller sponsorship opportunities that have remained unfilled. "In recent years at this point in the game, we are usually nearly sold out and trying to create new opportunities for businesses that want to participate," said Ballman. There are about 20 game and ride sponsorships still available in the \$200, \$350, \$500 and \$1,000 range. Sponsors receive signage, the opportunity for your staff to volunteer to interact with the community and a hyperlink on the FOLAZ.org website. In addition, those who sponsor an inflatable, also have the opportunity to set up a table or tent in front of their item to promote their business however they wish. Some companies really get into it by having games or giveaways or hand out candy or balloons, etc.

The Kick-Off Party, in its 12th year, has become Ahwatukee's biggest event, drawing nearly 20,000 people to Desert Foothills Park the Saturday after Thanksgiving. The group hopes that new and existing businesses will step up to support the event so they can continue to have these events for the community. It's important for the group to fill the sponsorships in time to allow for signage and other logistics to be handled. A current list and pictures of what is available at www.FOLAZ.org.

About Festival of Lights

The Festival of Lights Association is a non-profit, 501c3 organization dedicated to the enhancement of Ahwatukee, AZ. The association has evolved from a corporate marketing vehicle funded by the Del Webb Corporation (developer of The Foothills master-planned community) to year-round activities driven by a dedicated group of volunteers. Visit www.FOLAZ.org for more information.

###