

# THE ARIZONA CENTENNIAL COMMISSION

## SPECIAL EVENT SANCTION GUIDELINES

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Governor Jan Brewer has tasked the Arizona Centennial Commission (Commission) with developing and implementing events, celebrations, activities and projects it considers most fitting and proper to honor the 100th anniversary of Arizona Statehood. As part of the Commission's Strategic Plan, it has developed:

### MISSION

Develop, support and implement a statewide plan to commemorate Arizona's Centennial, including public and private observances across the state locally, regionally and nationally.

### VISION

The Arizona Centennial will inspire all Arizonans to appreciate our state's rich past, celebrate the present and, together, create a vibrant and sustainable future.

### KEY OBJECTIVES

1. Create/leverage opportunities to increase **awareness** and shared understanding of what it means to be an Arizonan.
2. Create/leverage opportunities for **participation** by as many Arizonans as possible in activities that serve to commemorate and promote learning about our history, heritage and diverse culture.
3. Deepen Arizona's approach to **educating** Arizonans about their state's diverse heritage, natural resources, people and cultures.
4. Leverage Arizona's Centennial as an opportunity to develop a sense of **lasting legacy** among Arizonans for future generations.

Beginning in 2011 and culminating on Statehood Day, February 14, 2012, Arizona will celebrate its Centennial with a year-long calendar of activities that will commemorate our state's diverse nature and economic growth and development.

The Arizona Centennial Commission, through its Special Events Committee, will sanction existing and new events as officially designated Centennial events. The following outlines the requirements for receiving an Arizona Centennial official designation. Upon approval, an official sanction letter will be forwarded to the organizing committee of the event.

## ARIZONA CENTENNIAL SANCTIONED EVENT GUIDELINES AND CRITERIA:

1. The event's purpose, theme or sponsoring organization must have a clear and visible tie-in to the Arizona Centennial. (Some examples: historical, preservation, social, cultural and educational)
2. Must demonstrate one or more of the Commissions key objectives (listed on the cover page) and/or its values - inclusiveness, empowerment, sense of pride and place, stewardship and legacy. For more information about the Commission's Strategic Plan go to [www.arizona100.org](http://www.arizona100.org).
3. Must take place within the commemoration timeframe of approximately January 2011 through the 100<sup>th</sup> Statehood Day, February 14, 2012. Consideration will be given for events taking place in the calendar year of 2012.
4. Must agree to promote other Centennial events, organizations or projects, either in promotional materials, at the event itself or within the sponsoring organization's internal and external communications. The Special Events Committee will work with you to determine the best fit.
5. All promotional materials and communications that use the Centennial name and logo must be approved in advance.
6. All events, promotional communications, participating persons, and sponsoring organizations must be family friendly and appropriate for all audiences. Even if some events may appeal to a specific target audience (such as college students) nothing inappropriate, offensive, profane or tasteless is allowed. The Arizona Centennial Special Events Committee may revoke sanction at any time.

**PROJECT APPLICATION:** Supporting documents, renderings, slides or photos may be submitted. Please do not submit originals; we cannot guarantee return of materials. All approved projects will be required to submit a rendering, slide, photo or digital image (color preferred) for publicity and historical purposes.

**FUNDING:** The sponsor (individual, group, organization or community) shall secure project funding or commitments for such prior to seeking approval (a limit of 50% of the total amount may be secured through tangible in-kind donations). At this time, the Arizona Centennial Commission cannot guarantee project funding and it is not the purpose of the Special Events Committee to provide financial assistance. If funding resources become available, the Special Events Committee will inform all sanctioned events.

**APPLICATION DEADLINES:** All applications must be submitted with enough time to approve your event and all promotional materials. The Special Events Committee has the right to deny any application based on timeliness. Events seeking full participation in the statewide calendar of events must have entries submitted by September 1, 2010. All other entries should be submitted three months prior to your event. Applications and our responses are conducted monthly.

**BENEFITS OF AN OFFICIAL CENTENNIAL SANCTIONED EVENT:** (1) the right to use the official Centennial logo; (2) inclusion in the Centennial Calendar of Events; (3) promotion with other Centennial projects through news releases, newsletters, Web site, and other vehicles as determined by the Centennial Commission.

**QUESTIONS:** Questions may be directed to the Arizona Centennial Commission by phone, fax, mail or e-mail to Karen Churchard, c/o Arizona Office of Tourism, 1110 W. Washington, Suite 155 Phoenix, AZ 85007, [P] 602.364.4158, [F] 602.364.3701, or email [kchurchard@azot.gov](mailto:kchurchard@azot.gov).

ARIZONA CENTENNIAL SANCTIONED EVENT APPLICATION FORM:

1. Project Name \_\_\_\_\_

2. Organization/Sponsor \_\_\_\_\_

3. Contact Person \_\_\_\_\_

4. Address \_\_\_\_\_

County \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_

5. Telephone Number \_\_\_\_\_ Fax Number \_\_\_\_\_

6. E-Mail Address \_\_\_\_\_

7. Please describe your project and list specifically how it satisfies the criteria listed on the previous page

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\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

8. What days and times will the event take place? \_\_\_\_\_

9. Where is the location of event (Facility and City) \_\_\_\_\_

10. What is the target audience? \_\_\_\_\_

LOCAL  REGIONAL  NATIONAL

11. Projected attendance: \_\_\_\_\_

12. Will you charge admission or any other fees? \_\_\_\_\_

13. How are you planning to promote this event? \_\_\_\_\_

14. What marketing materials are you planning to distribute? \_\_\_\_\_

15. How may the Arizona Centennial Commission Help to make your project successful? (check all that apply)

ENDORSEMENT  FUNDING  PUBLIC RELATIONS  
 MARKETING/PROMOTION  IDENTIFY PARTNERS / PARTICIPANTS  WEB SITE PROMOTION

16. Attachments are encouraged and should include event experience of the producer, as well as the event budget.

Signature \_\_\_\_\_ Date \_\_\_\_\_

RETURN TO: Karen Churchard, Director, Arizona Centennial Commission  
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