

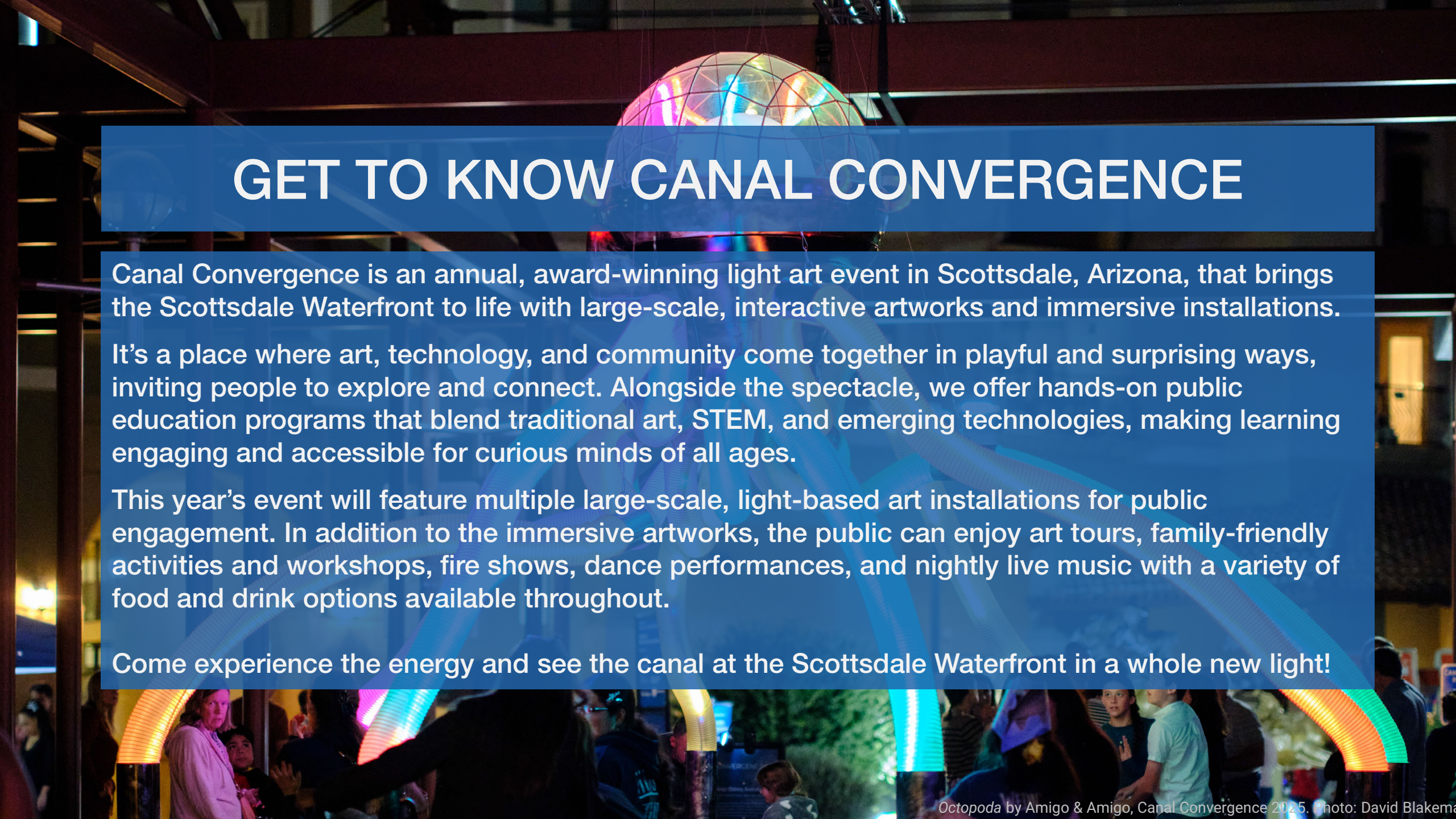


SPONSORSHIP PACKAGE:

CANAL CONVERGENCE

Western Nature

NOVEMBER 6–15, 2026
AT THE SCOTTSDALE WATERFRONT



GET TO KNOW CANAL CONVERGENCE

Canal Convergence is an annual, award-winning light art event in Scottsdale, Arizona, that brings the Scottsdale Waterfront to life with large-scale, interactive artworks and immersive installations.

It's a place where art, technology, and community come together in playful and surprising ways, inviting people to explore and connect. Alongside the spectacle, we offer hands-on public education programs that blend traditional art, STEM, and emerging technologies, making learning engaging and accessible for curious minds of all ages.

This year's event will feature multiple large-scale, light-based art installations for public engagement. In addition to the immersive artworks, the public can enjoy art tours, family-friendly activities and workshops, fire shows, dance performances, and nightly live music with a variety of food and drink options available throughout.

Come experience the energy and see the canal at the Scottsdale Waterfront in a whole new light!

AUDIENCE AND IMPACT

Community members attending Canal Convergence represent a wide variety of demographics and lifestyles but skew young, unmarried, college-educated, and moderate to high-income.

- ▶ 140,000+ visitors across 10 days
- ▶ 7,000+ workshop or tour participants
- ▶ Many visitors are young, with a large proportion of Millennials and Gen Z
 - ▲ <17 – 16%
 - ▲ 18 – 29 – 26%
 - ▲ 30 – 44 – 23%
 - ▲ 45 – 59 – 16%
 - ▲ 60 – 74 – 13%
 - ▲ 75+ – 6%
- ▶ Median household income of \$85k
 - ▲ < \$50k – 28%
 - ▲ \$50k - \$99K – 30%
 - ▲ \$100k - \$149k – 19%
 - ▲ \$150k+ – 23%
- ▶ Even split of men and women
- ▶ 75% have some amount of college education
- ▶ Approximately 12% of the audience is on SNAP, Medicaid, or both
- ▶ Immediately after attending Canal Convergence, about 35% of visitors go out to nearby restaurants, bars, and shops.



(Top to bottom, left to right) *SunDrops* by Jeff Zischke, *Long Wave* by Pneuhus, *Flario* by Walter Productions, *GLOW Performance* by Vessel, *Event Crowd*, *Workshop Participants*, *Molecules* by The Urban Conga. Photos: David Blakeman.

WHY INVEST IN CANAL CONVERGENCE?

Because your brand deserves a place in one of Scottsdale's most unforgettable light-based public art experiences. Investing in Canal Convergence doesn't come with your typical sponsorship benefits. It's a chance to plug into a bold, immersive art experience that connects you with curious, culture-loving audiences.



★ ***Magical Moments That Stick***

This is where you have those you had to be there moments with your brand woven into a world of light, art, and imagination.

★ ***A Global Audience, Right Here in the Valley***

We welcome audiences from across the Phoenix metro, travelers from across the US and around the world, plus artists from every corner of the globe.

★ ***A Festival That Feels Like the Southwest***

Bold, creative, and unmistakably rooted in place, Canal Convergence reflects the energy of the region through large-scale public art and shared experience.

★ ***Tailored Brand Moments***

From interactive installations to family activations and signature art experiences, we help you create something custom, fun, and unforgettable.

★ ***Real Community Impact***

Your support fuels artists, activates public space, and brings meaningful art experiences to our community and beyond!

★ ***Big Visibility in the Heart of the Desert***

Canal Convergence delivers high-impact visibility across media, marketing, and thousands of nightly visitors on the Scottsdale Waterfront during peak season.

EXPLORE SPONSOR & PARTNER OPPORTUNITIES:

TIER	INVESTMENT	ON-SITE ACTIVATION	HOSPITALITY & ACCESS	BRAND VISIBILITY	EXPERIENCES & EXTRAS
AURORA PARTNER	\$75,000	premium 10x20 ft activation both weekends	vip night (30 guests), behind-the-scenes tour + reception (10 guests)	highest-level presence across all marketing, signage, website, email, and social	art-making workshop (30 staff), 30 performance tickets, unlimited smoca passes (30), private campus tour
VOLTAGE PARTNER	\$50,000	10x20 ft activation both weekends	vip night (20 guests), behind-the-scenes tour + reception (10 guests)	strong multi-channel visibility across print, digital, signage, sponsor webpage, email	20 performance tickets, unlimited smoca passes (20), private campus tour
RADIANCE PARTNER	\$25,000	10x20 ft activation both weekends	vip night (20 guests), behind-the-scenes tour + reception (8 guests), workshop tickets (20)	strong multi-channel visibility across print, digital, signage, sponsor webpage, email	20 smoca passes, 20 performance tickets, private campus tour
GLOW PARTNER	\$10,000	10x10 ft activation both weekends	vip night (10 guests), behind-the-scenes tour + reception (6 guests)	logo placement across select marketing, signage, sponsor webpage, email inclusion	10 smoca passes, 10 performance tickets, private campus tour
FLICKER PARTNER	\$5,000	10x10 ft activation both weekends	vip night (6 guests)	logo on signage, name recognition in select materials, email inclusion	6 smoca passes, 6 performance tickets
SPARK PARTNER	\$2,500	10x10 ft activation (one weekend)	—	inclusion in select materials, sponsor webpage listing, signage, thank-you email	4 smoca passes, 4 performance tickets

GET IN TOUCH WITH US!

For more information, please contact:

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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.