

Community Events

Presented by

CITIES WEST MEDIA

PHOENIX
M A G A Z I N E

PHOENIX
HOME+GARDEN





DISH FEST

Join *PHOENIX* magazine at Dish Fest, where culinary excellence meets community celebration. This annual event showcases the Valley's top restaurants, chefs and food artisans, drawing food enthusiasts and influencers alike. Align your brand with a premier culinary experience that reaches thousands of engaged attendees passionate about dining and local culture.



A Fest for the Foodies

What & When: A celebration of *PHOENIX* magazine's "Best Dishes" issue at the beginning of the year.

Brand Alignment: Associate your brand with prestige and quality synonymous with *PHOENIX* magazine.

VIP Experience: Attendees enjoy an exclusive showcase of top vendors with extended hours for an elevated and unforgettable experience.

Who: Network with 1,000+ industry leaders, foodies and potential customers in a vibrant event setting, while gaining exposure to a targeted audience of affluent readers and local influencers.

- 89%** Dine out on a regular basis
- 63%** Plan on visiting an Arizona winery
- 50%** Support local craft breweries
- 38%** Dine out at least once a week
- 82%** Use *PHOENIX* magazine's Dining guide to decide where to eat



SCOTTSDALE ART WEEK

Cities West Media is thrilled to be partnered with Scottsdale Ferrari Art Week, an exciting new event that promises to captivate art enthusiasts from across the Valley and beyond. This premier art fair will showcase an extraordinary collection of international galleries and is poised to become one of the most significant cultural events in the Valley.

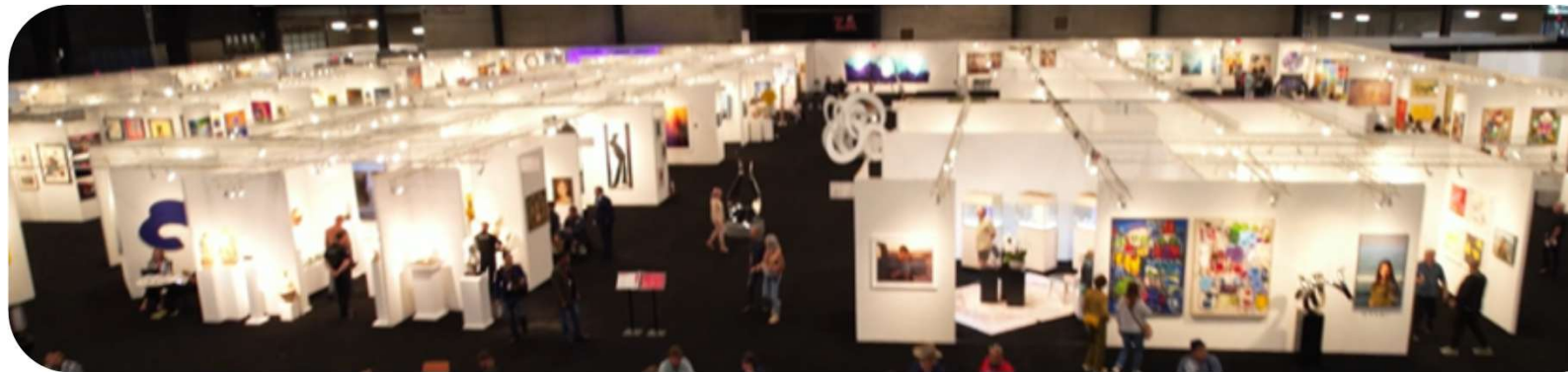
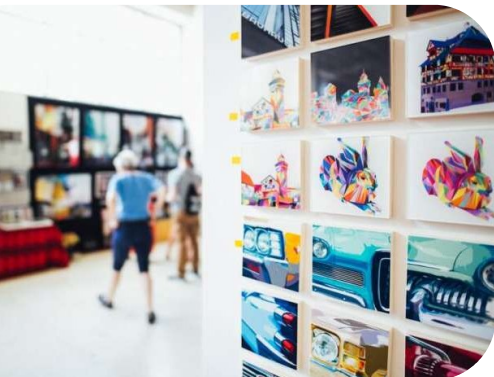


Revel in culture. Celebrate history.

The Show: A high-caliber experience celebrating both incredible art and the broader culture that surrounds it. Featuring 100 galleries comprising of 120 booths from nine countries, this event showcases historic, contemporary, Western and Indigenous art through a series of gallery exhibitions, fashion shows and immersive installations.

Exposure: Sponsors at Ferrari Scottsdale Art Week enjoy significant exposure through prominent logo placement at event venues, digital visibility across websites and social media, inclusion in printed materials like event programs and signage, exclusive access to VIP experiences and potential media coverage. This sponsorship provides a unique opportunity to reach a targeted audience passionate about luxury, arts and automotive culture.

Who | When | Where: About 14,000 attendees | March 19 - 22, 2026 | Westworld of Scottsdale





SUNSET TOUR

Embrace the magic of Arizona sunsets at *Phoenix Home & Garden's* Sunset Tour. This picturesque event features 5-7 stunning homes and landscapes bathed in the warm glow of twilight, offering sponsors a captivating platform to showcase products and services to a discerning audience of homeowners and design aficionados.

Immersing in luxury.

Who: 1,000 anticipated affluent homeowners, design professionals, interior design lovers and enthusiasts.

The Tour: Guests meet one Spring evening at an upscale Scottsdale locale for beverages before boarding luxury shuttles that will transport them to homes where they will meet design professionals, indulge in gourmet bites crafted by top Valley chefs, and enjoy perfectly paired wines and spirits.

Exposure: Align your brand with premium lifestyle content and a desirable audience. In-person visibility with branded materials and face time with consumers. Digital amplification through email, social and blog coverage.





GARDEN TOUR

Experience the beauty of Arizona's diverse flora at *Phoenix Home & Garden's* premier annual Garden Tour that opens the gates to the Valley's most exquisite private gardens and outdoor spaces. This tour attracts gardening enthusiasts, landscape architects, influential tastemakers, community leaders and eco-conscious consumers, with opportunities to connect with *Phoenix Home & Garden's* editorial staff as well as the designers and architects behind the featured landscapes.

Exploring the extraordinary.

What & When: A self-guided tour of 5-7 private homes and gardens in mid April.

Guests: Estimated 1,000 attendees of affluent homeowners, design professionals, garden lovers and outdoor enthusiasts seeking inspiration and community connection.

VIP Experience: Two exclusive VIP homes; one that includes morning reception with light breakfast, coffee and mimosas, and another for an evening reception featuring live music, heavy hors d'oeuvres, wine and beer.

Brand Alignment: Align your brand with sophistication, luxury, sustainable living, outdoor creativity and innovation in a setting that inspires.



COCKTAIL CAMP

PHOENIX magazine's Cocktail Camp is a spirited, summer-long series that turns Sunday afternoons into mini-vacations. Hosted at top local venues, each event offers a curated cocktail experience led by expert mixologists and hosted by Editor-in-Chief Craig Outhier.



Shaking Up Summer Sundays.

What: Get hands on. From sampling products to co-creating a cocktail with a professional mixologist, guests enjoy demonstrations and interactive learning of elements-focused techniques.

Who: 40-60 affluent, cocktail-enthusiast locals per event.

Exposure: From visibility in premium venues and editorial content to having onsite sponsorship tables/booth or branded swag, this series provides key marketing opportunities prime for your business. A portion of the proceeds benefit the charity, *one-in-ten*.

When: Summer series event June - August.





BEST OF THE VALLEY

Join *PHOENIX* magazine's Best of the Valley's vibrant celebration of our thriving local business community. Connect with the businesses, professionals and service providers who make our region shine, discover their unique offerings and enjoy a taste of local pride while honoring excellence and fostering a true community spirit.

Celebrating the best of the best!

Community & Connections: With a diverse attendance of 1,000+ foodies and *PHOENIX* magazine-lovers, your business will gain exposure to a targeted audience of affluent readers, local influencers, industry leaders and potential partners in a lively and festive setting.

Exposure: Best of the Valley offers sponsors unparalleled visibility and networking opportunities across print, digital and event platforms. Associate your brand with the prestige and quality synonymous with *PHOENIX* magazine.



What: Anything is possible. From scavenger hunts to speakeasies and karaoke, the *PHOENIX* magazine team will plan a spectacular event with a variety of food and beverage vendors.

When: An autumn evening following the *Best of the Valley* "winners" issue.



HOME TOUR

Immerse yourself in the splendor of autumn with *Phoenix Home & Garden's* annual Fall tour. This exclusive event showcases 5-7 of the Valley's most breathtaking homes and landscapes, offering sponsors a unique opportunity to connect with affluent homeowners and design enthusiasts passionate about luxury living and seasonal aesthetics.

What: A self-guided tour with opportunities to meet designers and architects, and learn about the latest trends in home design and landscaping.

Exposure: Align your brand with premium lifestyle content and a desirable audience. In-person visibility with branded materials and face time with consumers. Digital amplification through email, social and blog coverage.

VIP Experience: Two exclusive VIP homes; one that includes morning reception with light breakfast, coffee and mimosas, and another for an evening reception featuring live music, heavy hors d'oeuvres, wine and beer.

Who: Estimated 1,000 attendees of affluent audience of homeowners, design professionals and interior design lovers and enthusiasts.

When: Mid to late November.



Lavish in
design &
beauty.

Essentials Package

Perfect for small businesses or newcomers looking to build visibility.

- + Event Activation - Table space at one of our signature events
- + Logo featured on on-site signage at selected event
- + 1 sponsored Instagram story (tagged and linked)
- + Inclusion in event recap email to attendees (with link)

Impact Package

For growing brands wanting broader awareness and engagement.

- + Event Activation - Table space at one of our signature events
- + Branded signage and activation opportunity (e.g., photo opportunity, sampling)
- + 1 sponsored Instagram story (tagged and linked)
- + Inclusion in event recap email to attendees (with link)
- + Sponsored content on phoenixmag.com event landing page
- + Banner ad (ROS) on phoenixmag.com for one month

see next page for more Dish Fest and Best of the Valley sponsor opportunities...

Event Sponsorships

DISH FEST | BEST OF THE VALLEY

Tailored packages that align perfectly with your brand's objectives, ensuring maximum attendee awareness.

VIP Lounges: Exclusive for VIP attendees sponsored by high-profile brands, offering premium amenities.

Sponsored Sessions or Workshops: Aligned with the event theme, sponsors provide insights or demonstrations in their session or workshop.

Customized Event Merchandise: Partner with sponsors to create branded merchandise such as T-shirts, bags, or souvenirs for attendees.

Interactive Displays: Feature interactive displays or installations sponsored by tech or entertainment brands that engage and entertain attendees.

Networking Areas: A place for attendees to connect, complete with branded signage and amenities.

Event Signage and Branding: Prominent signage throughout venue featuring sponsor logos and messages.

Product Demonstrations: Opportunity to conduct live product demonstrations or trials during the event.

Giveaways and Contests: Host giveaways or contests that encourage attendee interaction and brand awareness.

Photo Booths or Selfie Stations: Engage attendees in with branded backdrops and props.

Speaker or Panel Sponsorship: Sponsor keynote speakers or expert panels, providing visibility and association with thought leadership.

Swag Bags: Gift attendees with swag bags filled with sponsored items, samples, and promotional materials.

Health and Wellness Stations: Provide a sponsored space for wellness or relaxation, with massages, health checks, or mindfulness sessions.

Sponsorships

COCKTAIL CAMP

Presenting Sponsor

- + Category exclusivity
- + Naming rights (e.g., "Cocktail Camp presented by XYZ")
- + Option to distribute branded swag or sampling at all events
- + Featured in opening remarks at each event
- + Social shoutouts plus logo on recap blogs and photo galleries
- + Logo on all materials: coasters, napkins, wristbands, eblasts, landing pages
- + 4 tickets to each event

Single Event Sponsor

- + Optional product display/sampling
- + Verbal mention by PHOENIX magazine editor
- + Logo on printed signage plus branded item (napkins/coasters) for one event
- + 2 tickets to your sponsored event

Supporting Sponsor

- + Inclusion in welcome remarks at 2 events
- + Option to distribute promotional materials at select events
- + 2 social shoutouts + inclusion in post-event recap
- + Logo on digital marketing and on-site signage
- + 2 tickets to each event

Activation Options

Depending on the package, sponsors can:

- + Sample products or set up a booth/table
- + Co-create a cocktail with the mixologist
- + Provide branded swag (cups, fans, cocktail kits, etc.)
- + Be featured in custom email or blog content

Phoenix Home + Garden Audience Overview

Predominantly 35-65+, our audience has high household incomes, a strong appreciation for design and a desire to invest in quality, beauty and experiences.

- > Affluent homeowners seeking inspiration for landscape and home design
- > Design professionals, including architects, landscape designers and interior stylists
- > Influential tastemakers and community leaders in the Valley
- > Engaged readers of *Phoenix Home & Garden* magazine, Arizona's premier home and lifestyle publication

Sponsorship

Includes premium brand alignment and exposure across Phoenix Home & Garden's influential platforms:

- + Brand recognition on digital invitations to top-tier subscribers, design enthusiasts, social influencers and business leaders
- + Pre- and post-event coverage online at phgmag.com
- + Post-event feature across *Phoenix Home & Garden* social media channels
- + Inclusion in *Phoenix Home & Garden's* and *PHOENIX* magazine's e-newsletters (78,000+ subscribers)
- + Onsite brand integration, including signage, product placement and branded giveaways
- + VIP introductions and networking with editorial staff, designers and key tastemakers
- + Social event photography featuring your brand for internal marketing use
- + Brand messaging throughout all pre- and post-event deliverables, including a featured content online and in our newsletter
- + Insert products or promotional items into VIP gift bags

Let's Talk...

Connect with a marketing consultant to discuss sponsorship opportunities:

marketing@citieswestmedia.com

phgmag.com

phoenixmag.com
