



Get ready to party...

# **QUEEN CREEK CELEBRATES 25 YEARS**



# Town's Incorporation

- Date of anniversary: Sept. 5
- Kickoff of celebration: Jan. 15 at State of the Town
- Adding anniversary “twist” to all events & activities throughout 2014
- Special logo for 2014

# 25<sup>th</sup> Anniversary Logo Options

Town Of Queen Creek | 25-Year Anniversary | Identity | Creative, 1.0 | 11.20.13

esserdesign

"CELEBRATE THE QC" CAMPAIGN  
Primary Logo Expression

2-Color Green/Brown, Solid

3-Color, Screen Tints





# 25<sup>th</sup> Anniversary Logo Options

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esserdesign

"CELEBRATE THE QC" CAMPAIGN  
Primary Logo Expression

1-Color Brown, Solid



1-Color Green, Screen Tints



# 25<sup>th</sup> Anniversary Logo Options

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esserdesign

"CELEBRATE THE QC" CAMPAIGN  
Primary Logo Expression

Solid Black



Reversed



# Flag Contest





# Flag Contest

- Beginning in December, offering contest to design new Queen Creek flag
- Contest to run from Dec. 2-Jan. 30
- Options presented to Council at Feb. 19 meeting for review
- Web pages created to display all entries & descriptions
- Winner receives recognition by Town Council & framed copy of design





# Ongoing celebrations

- **Video booth** – provide residents the opportunity to tell their “Queen Creek Story” in a booth that can be easily transported to events, library, etc.
- **Throwback Thursdays** – asking residents to submit photos from the last 25 years
- **#ILoveTheQC** hashtag on social media
- **Historical info** posted on social media
- Unveiling **entry monuments** as they are installed



# January celebrations

- Star Student Awards
- State of the Town Event
  - Honor 1989 high school graduates
- Begin Queen Creek Good Samaritan nominations
  - Good Samaritan nomination forms online
  - Send out water bill inserts w/nomination form



# February celebrations

- Time Capsule Announcement
- Driving Tour of Queen Creek History
  - Design “Flat Stanley” style figure for social media engagement
- Scavenger Hunt Kick Off
  - Historical theme
- Harkins Theater Groundbreaking
- Communiversy Grand Opening



# March celebrations

- First Good Samaritan Ceremony
  - Will take place at council meeting
- Dog Park Opening



- Roots & Boots Rodeo
  - March 9-11





# April celebrations

- Scavenger Hunt
  - Interactive fun run/photo contest w/prizes
- Facebook/Twitter vine contest of training regimen
  - #RunTheQC
- Splash Pad Opening
- Passport to Discovery
  - Queen Creek as featured destination



# May celebrations

- Star Student Awards
- Anniversary Event: Peach Festival
  - In front of Town Hall in Town Center
  - Cobbler baking/eating contests
  - Fundraiser component?



# June celebrations

- Ice Cream Social
- Social Media Scavenger Hunt
- Second Good Samaritan Ceremony
  - At Town Council meeting





# July celebrations

- 4th of July Event at Schnepf Farms
  - Incorporating anniversary into event
- Stories of Queen Creek
  - Social media outreach (Facebook, Twitter, Instagram)



# August celebrations

- 1989 Film Festival and Costume Party
  - Working with QCPAC
- Student Essays for Grade School Submission Month
  - Working with schools to have students write essays about what they love about Queen Creek
  - Judged by Council/  
San Tan Historical Society
  - Winners receive scholarships



# September celebrations

- Founder's Ceremony & Taste of Queen Creek features incorporated into special community event for the whole family
  - Perhaps a new annual "Founders Day" community event?
- Third Good Samaritan Ceremony
  - At Town Council meeting





# October celebrations

- Pan de Vita Health Fair/Day of Play event
- Trunk or Treat
  - October 27
- Schnepf Farms Pumpkin & Chili Festival



# November celebrations

- Social Media Scavenger Hunt
  - Future themed (construction sites)
- Annual Pancake Breakfast
  - November 16



# December celebrations

- Holiday Festival & Parade
  - Bury time capsule
- Fourth Good Samaritan Ceremony
  - At Town Council meeting
- MCSO's Annual Car Show
  - 80's themed





# Special, limited edition promotional materials

- **25<sup>th</sup> Anniversary Pin** – available starting at State of the Town
- **Shop Queen Creek bags** – available starting at groundbreaking of Harkins Theater in February
- Special reusable live, play, learn anniversary **sports bottles** – available at special event in September



# Questions?

