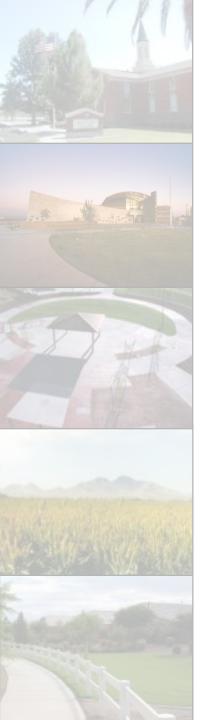


QUEEN CREEK CELEBRATES 25 YEARS

Get ready to party...





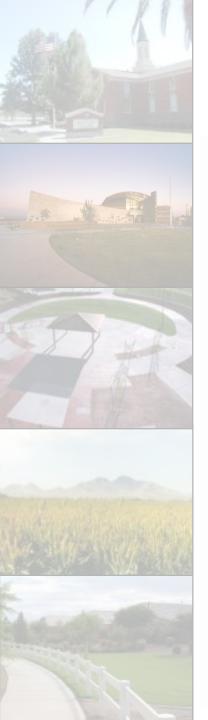


Town's Incorporation

- 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



25th 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

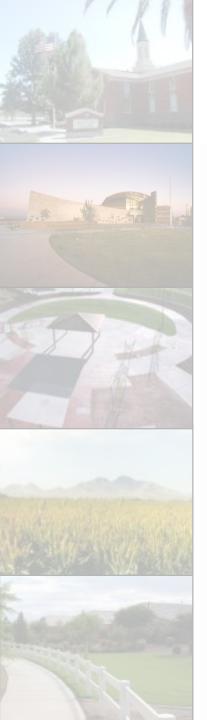
3-Color, Screen Tints



QUEEN CREEK, ARIZONA



QUEEN CREEK, ARIZONA



25th 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

1-Color Brown, Solid

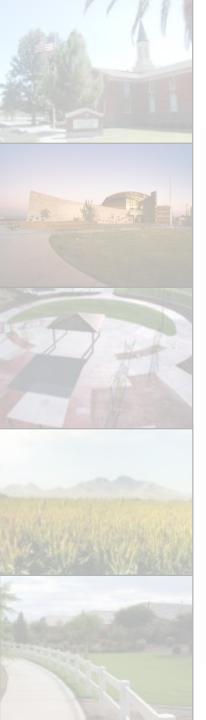
1-Color Green, Screen Tints



QUEEN CREEK, ARIZONA



QUEEN CREEK, ARIZONA



25th Anniversary Logo Options

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

esserdesign

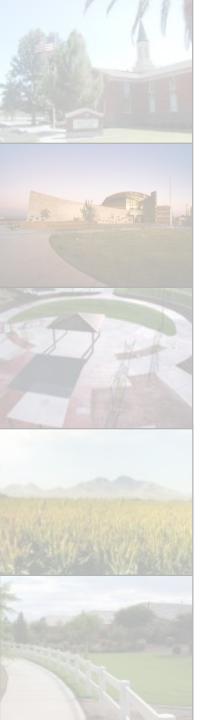
"CELEBRATE THE QC" CAMPAIGN Primary Logo Expression

Solid Black

Reversed

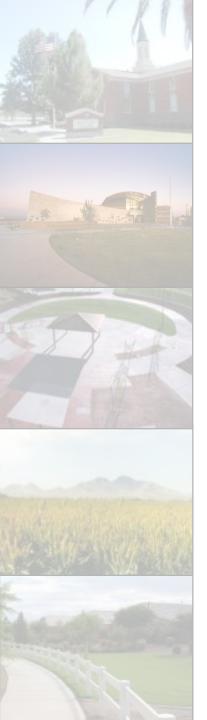






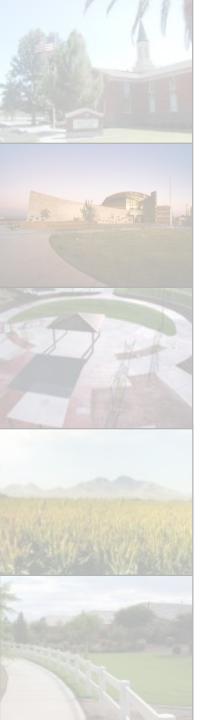
Flag Contest





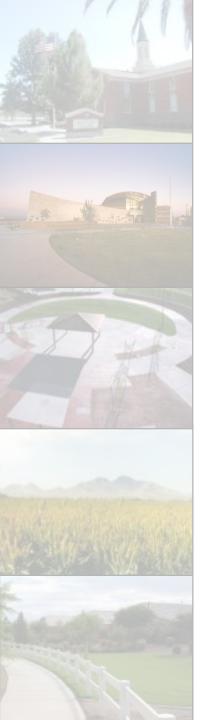
Flag Contest

- 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

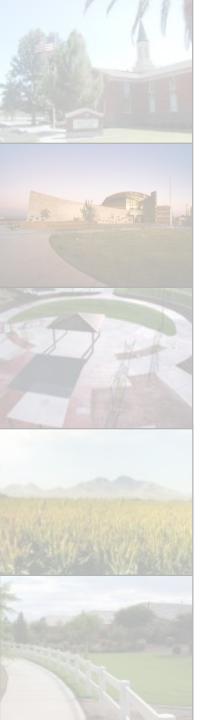
- Video booth provide residents the opportunity to tell their "Queen Creek Story" in a booth that can be easily transported to events, library, etc.
- Throwback Thursdays asking residents to submit photos from the last 25 years
- #ILoveTheQC hashtag on social media
- Historical info posted on social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



January celebrations

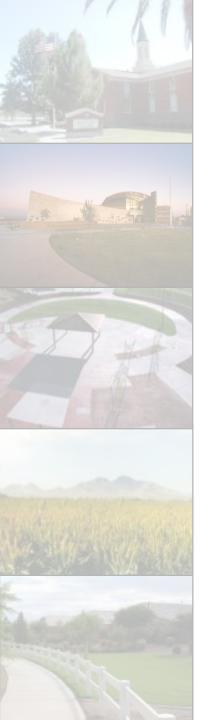
- Star Student Awards
- State of the Town Event
 - Honor 1989 high school graduates
- Begin Queen Creek Good Samaritan nominations
 - Good Samaritan nomination forms online
 - Send out water bill inserts w/nomination form





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
- Communiversity Grand Opening



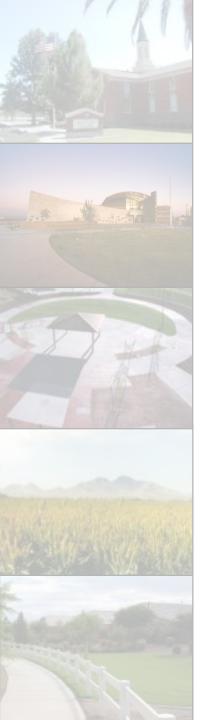
March celebrations

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



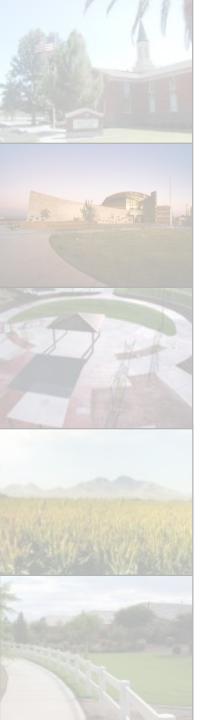
- Roots & Boots Rodeo
 - March 9-11





April celebrations

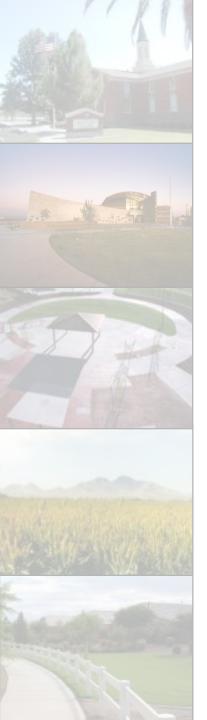
- Scavenger Hunt
 - Interactive fun run/photo contest w/prizes
- Facebook/Twitter vine contest of training regimen
 - #RunTheQC
- Splash Pad Opening
- Passport to Discovery
 - Queen Creek as featured destination



May celebrations

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

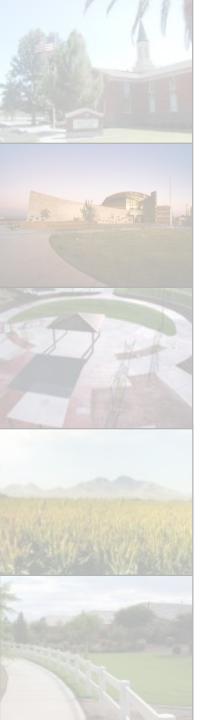




June celebrations

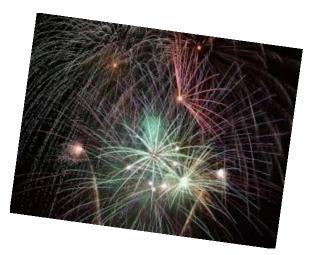
- Ice Cream Social
- Social Media Scavenger Hunt
- Second Good Samaritan Ceremony
 - At Town Council meeting

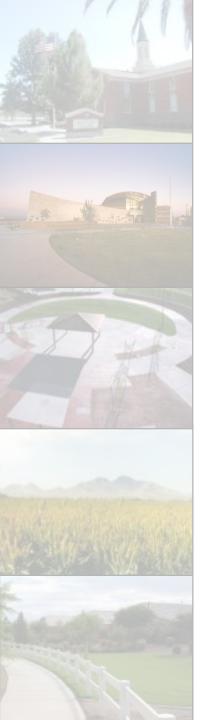




July celebrations

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

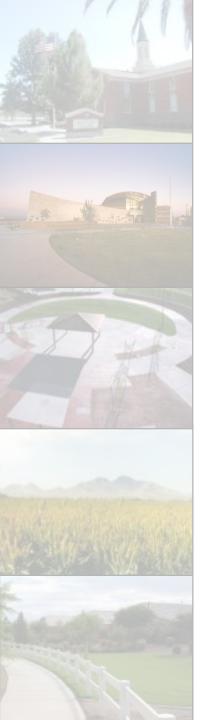




August celebrations

- 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

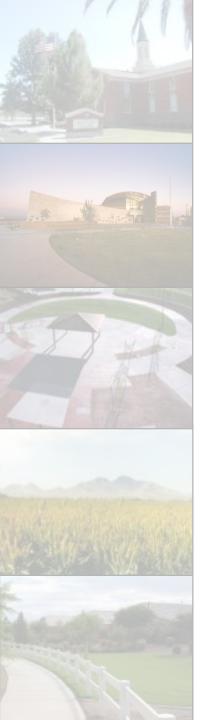




September celebrations

- 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

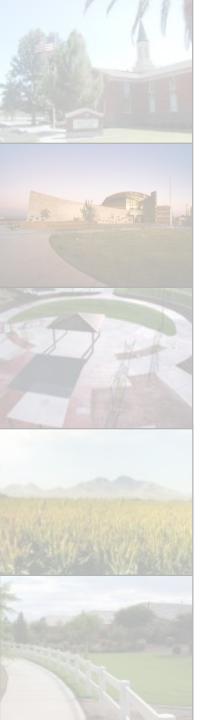




October celebrations

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

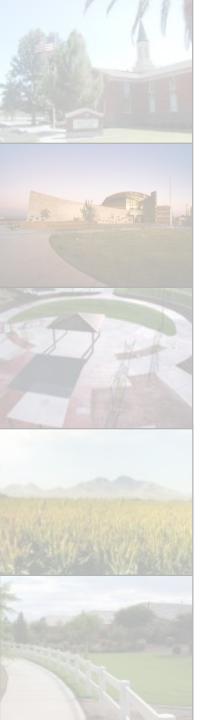




November celebrations

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

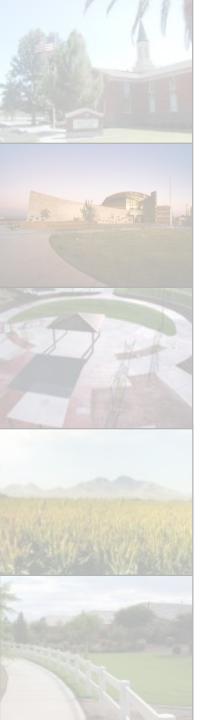




December celebrations

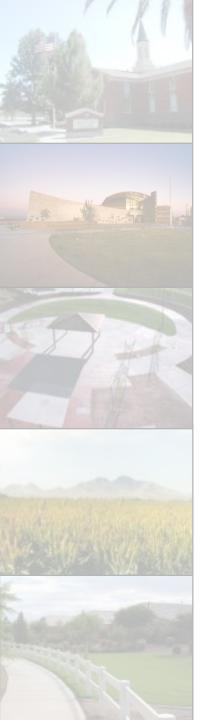
- Holiday Festival & Parade
 - Bury time capsule
- Fourth Good Samaritan Ceremony
 At Town Council meeting
- MCSO's Annual Car Show
 80's themed





Special, limited edition promotional materials

- **25th 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?