

TOWN OF
QUEEN CREEK
ARIZONA

Welcome

TO THE TOWN OF QUEEN CREEK, AZ

Strategically located. Available land for development. Highly educated workforce. Learn more about the world of possibilities awaiting you and your business when you

INVESTTHEQC



Product (Site and Building) Development – Identify real estate and market to attract high-impact projects/development

Town Center Development – Focus on awareness, the arts, access, and potential new assets

Business Attraction/Retention – Concentrate on programs to attract new business and industry and a plan for retention

Entrepreneurship/Innovation – Embrace entrepreneurship and innovation focused on IT/Software startups

Marketing/Communications – Engage in more targeted marketing/communications efforts to ensure people know about Queen Creek

Bell  **Bank Park**

The Bell logo icon consists of a blue circle containing three stylized white trees with green foliage. The text "Bell" is in a dark blue, bold, sans-serif font, and "Bank Park" is in a larger, dark blue, bold, sans-serif font.

POWERED BY

LEGACY SPORTS USA



The privately owned 320-acre multi-use family sports and entertainment complex will create more than 1,500 jobs and generate hundreds of millions of dollars in direct economic impact back to the surrounding community. The park is expected to attract over three million visitors annually.

PLAN YOUR VISIT



TRANSPORTATION

Bell Bank Park is located minutes off AZ-Loop 202 at the corner of Ellsworth Rd and E. Pecos Rd in Mesa. Situated between two major airports makes for easy access to the Phoenix-Mesa area.

TRANSPORTATION



WHERE TO STAY

More than 20 hotels are located within a 10-minute drive to Bell Bank Park. Find the perfect place to stay in Mesa, Arizona. Choose from a large collection of hotels in the Greater Phoenix area.

ACCOMMODATIONS



LOCAL FLAVOR

Your tastebuds will have a hard time keeping up with all the local dining options Mesa has to offer. Whether you're looking for a quiet meal or a late night, Mesa has a thriving restaurant and nightlife environment.

FOOD & DRINKS

Visit Mesa

- ❖ Visit Mesa link is on the QC Tourism site
- ❖ Visit Mesa will have a link to the QC Tourism site
- ❖ Visit Mesa will create promotions to drive people to the site and include our link on pages.
- ❖ The Town will promote the new site on our website pages & create some fun infographics or social media ads



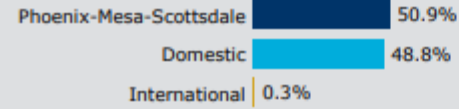
Visitors to Bell Bank Park

Date: March 01, 2022 to March 31, 2022



Visitor Breakdown

Unique Visitors



82.7%

of out-of-town visitors to Bell Bank Park stayed overnight

Visits Breakdown

Total Visits

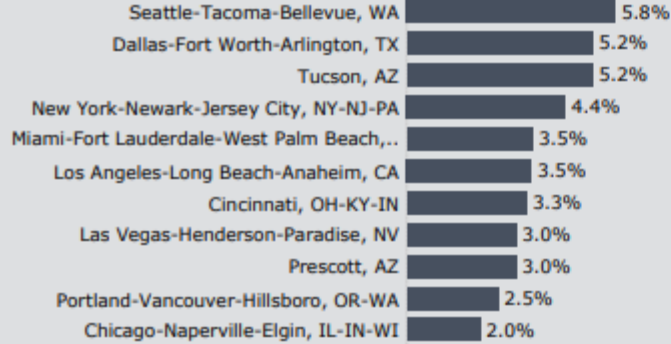


81.7%

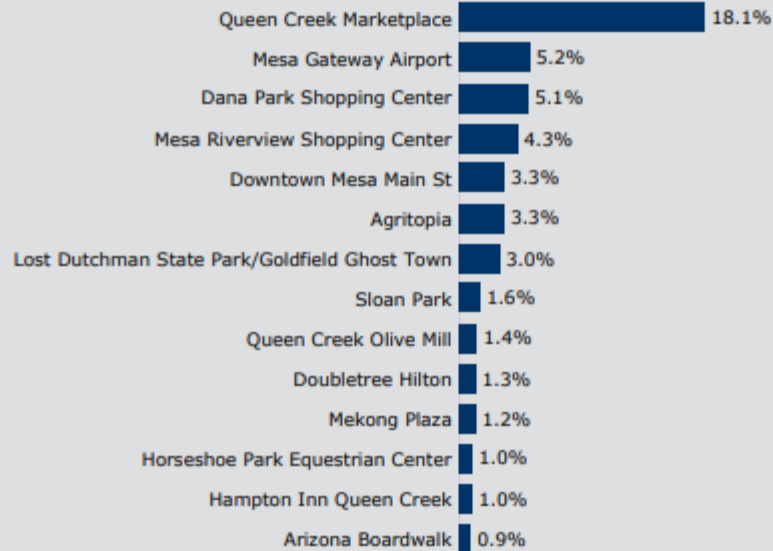
of out-of-town visitors to Bell Bank Park had no prior visits to Mesa over the previous 12 months

Top Origin Market by MSA

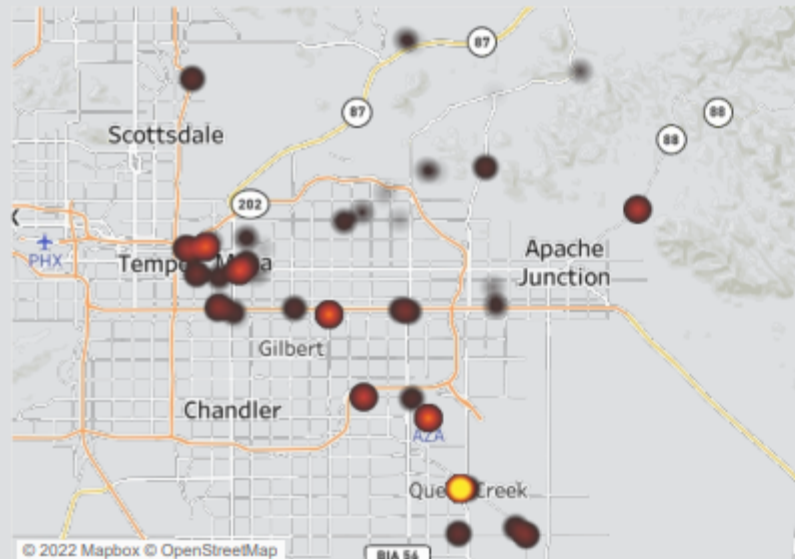
Unique Visitors, Excluding Phoenix-Mesa-Scottsdale, AZ



Top Cross-Visited Points of Interest



Cross Visitation Heat Map

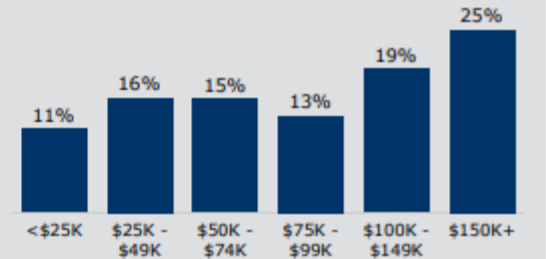


Demographics

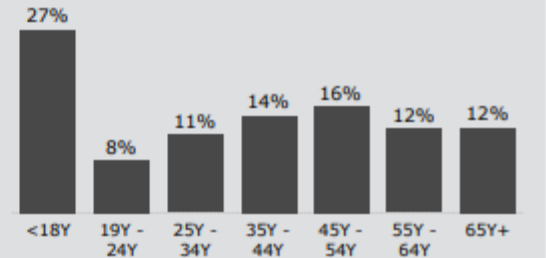
Estimated Based on Origin (Domestic only)

Household Income (in USD)

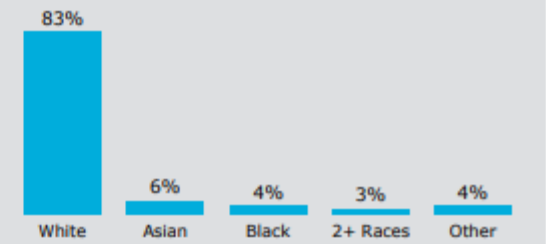
Median: \$96.8K



Age



Race



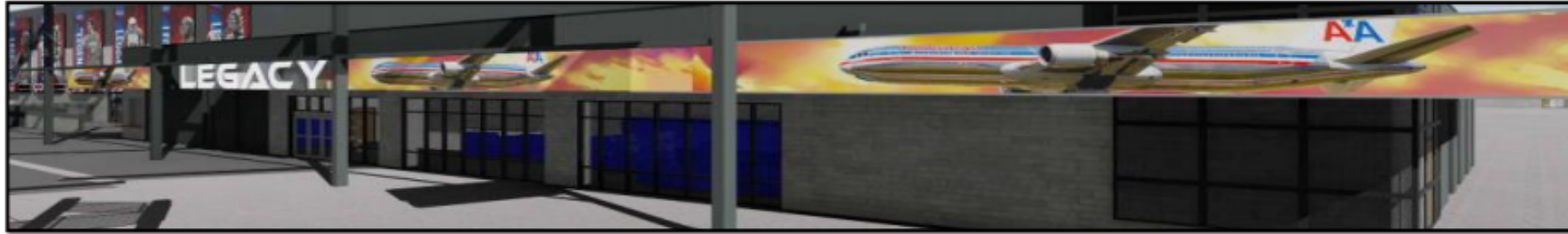
Sample Size: 6,238

Source: Near, United States Census Bureau



<https://visitqueencreekaz.com/>

LED MESSAGING, IPTV, DIRECTIONAL/SCOREBOARD SIGNAGE



LED MESSAGING

- High-definition LED ribbon panel 365 days a year
- Eye-catching and easily updated digital signage that will deliver targeted advertisements and promotions

IPTV NETWORK

- IPTV offers call to action and product purchase opportunities
- Customize messages to leverage exclusive moments on big events/tournaments on the entire IPTV network



SPONSORSHIP PACKAGE

- ▶ Minimum of 30 seconds per hour (Minimum of 10 hours a day), 7 days a week of advertising throughout the park on our LED and/or Video Board platforms.
- ▶ Minimum of 30 seconds per hour (Minimum of 10 hours a day), 7 days a week of advertising throughout the park on our IPTV platforms. Minimum of 50 televisions throughout the park.
- ▶ One (1) sponsored Legacy Sports Tournament – Example: “XYZ Pickleball Invitation at Bell Bank Park” or “XYZ Men’s Slow-pitch Invitational at Bell Bank Park”. Includes inclusion in all marketing of event – PR, website, social platforms, event connect, etc. Opportunity to activate during event – booths, marketing materials, t-shirts, etc. at expense of vendor.
- ▶ Market-wide Promotions – Opportunity to run mutually agreed upon market promotions for both sport and non-sporting events at Bell Bank Park .
- ▶ Sampling – 10x10 booth on mutually agreed upon area within the park. Must fall within legal/recommended size restrictions.

- ▶ Investment \$5,000 per month



Photo Sheet

02-3N

Ellsworth Rd E/L 4385' North of Pecos Rd, N/F

Billboard opportunity:

- \$4,500 per 4 week period
- Includes design/printing/installation
- Approximately \$60,000/year





Description

This high profile billboard captures southbound traffic on the heavily traveled Ellsworth Rd.

Illuminated Bulletin Location

City: Mesa, AZ 85212

Face ID: 02-3N

Facing: North (CR)

Latitude/Longitude: 33.30453/-111.63486

Bulletin Face Size: 10' x 30'

Geopath ID#: 31014156 Geopath Weekly Impressions 18+: 65,209

Phone 602-687-9220 Fax 602-916-1439
2801 E. Camelback Road, Suite 470 Phoenix, AZ 85016

American  Outdoor
A D V E R T I S I N G

The Geopath Audience Location MeasurementSM data is provided by GeoPath, Inc. New York, New York. ©Copyright 2022, All Rights Reserved.

TOWN OF
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ARIZONA

Thank You

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