

2026 BLUE CORN FESTIVAL SPONSORSHIP PACKET



***NDN Girls
Book Club***

Blue Corn Festival 2026

The second annual Blue Corn Festival is a community celebration co-hosted by Arizona Humanities (AH) and NDN Girls Book Club (NGBC). The festival features local cuisine and traditional blue corn-inspired dishes, art displays from Indigenous and local artists, poetry readings and storytelling, musical performances, and family-friendly activities. The festival also brings educational services to the community through our partnership with NGBC, which provides free books written by Indigenous authors to children and families. This monthlong series of events begins with virtual and in-person programs and culminates with the in-person festival on Saturday, March 7, 2026, at the historic Ellis-Shackelford House in downtown Phoenix. Blue Corn Festival uplifts and establishes new conversations about Indigenous food, bridges history, and passes on traditions between generations in the Arizona community.

Blue Corn Festival fosters hope in the Native community's future by teaching and sharing the importance of blue corn with festivalgoers. Blue corn has a long-established history in the southwest, from farming this drought-tolerant fruit to incorporating blue corn in ceremonies for various Indigenous tribes, such as the Navajo, Hopi, and Apache. The crop is an integral part of our foodways and histories as Indigenous and diasporic peoples.

Impact & Reach

- Marketing will reach thousands in the Phoenix area and beyond through social media, radio ads, and local television. NGBC's social media account has 30,000+ followers.
- Blue Corn Festival is part of activities happening nationwide to commemorate America's 250th anniversary and will be included in Arizona's America250 statewide marketing.
- The inaugural Blue Corn Festival in 2025 had over 400 attendees. We expect many more visitors in 2026 with monthlong community events, including a zine workshop, poetry reading, painting party, and workshops surrounding Native American Foodways.
- Blue Corn Festival will be giving away over 300 books by Indigenous authors to children and families to promote literacy and a lifelong love for reading.

Interested in becoming a Sponsor?

For more information or questions about this sponsorship opportunity, contact Julianne Cheng at jcheng@azhumanities.org | 602-257-0335. ***Sponsorship commitments should be made by February 1, 2026.***



SPONSORSHIP LEVELS

CORN SPONSOR: \$5,000

- Logo recognition on Blue Corn marketing materials.
- Acknowledgement at Blue Corn Festival and pre-festival events.
- Vendor table at Blue Corn Festival.
- Special guest at Blue Corn Festival, including complimentary lunch and gift bag.
- Invitation to make special remarks during the Blue Corn festival.

BEAN SPONSOR: \$2,500

- Logo recognition in Blue Corn marketing materials.
- Acknowledgement at Blue Corn Festival and pre-festival events.
- Vendor table at Blue Corn Festival.
- Special guest at Blue Corn Festival, including complimentary lunch and gift bag.

SQUASH SPONSOR: \$1,000

- Logo recognition in Blue Corn marketing materials.
- Acknowledgement at Blue Corn Festival and pre-festival events.
- Vendor table at Blue Corn Festival.