



Downtown Phoenix Inc.

DTPHX.ORG

DTPHX Basketball Fan Guide 2024

Overview + How to Participate

2024 Men's Final Four® Ancillary Events in Downtown Phoenix



Phoenix Convention Center
April 5-8
60k+ attendees



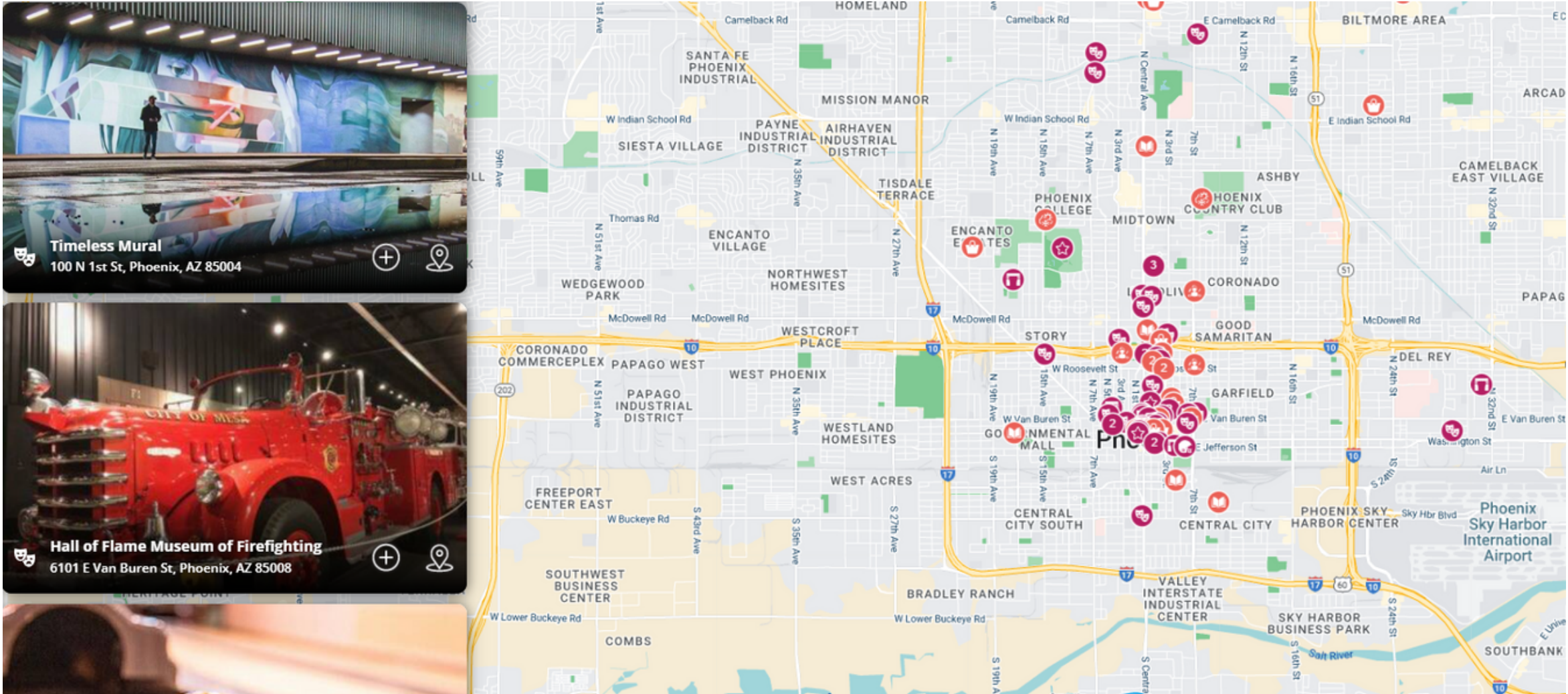
Hance Park
April 5-7
~25k attendees per day



Heritage Square
April 7
3k+ attendees

What is the DTPHX Basketball Fan Guide

A digital and printed map that highlights activations within Downtown Phoenix during the 2024 Men's Final Four® weekend.



The Goal of the DTPHX Basketball Fan Guide



To create a helpful comprehensive resource that provides visitors with information on what to do and experience Downtown during the 2024 Men's Final Four® weekend.



To spotlight and drive traffic to our Downtown businesses so visitors experience what our community has to offer during the 2024 Men's Final Four® weekend and everyday of the year.



To showcase Downtown's hyperlocal, walkable and art-forward sidewalk experience.



To create a memorable and enjoyable experience Downtown for visitors and locals, alike.

How to participate



Plan activation



Fill out form by 11:59 p.m.
on Wednesday, March 20



Share DTPHX Basketball
Fan Guide

Activation ideas



Live Music



Watch Party



Vendor Pop-Up

The benefits of being included



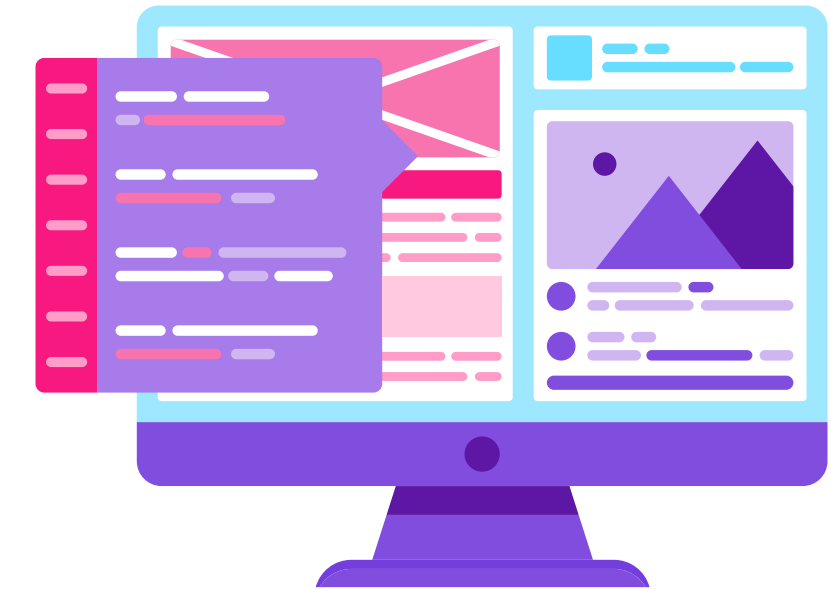
**Exposure to 300k+ visitors coming
Downtown**



Sent to 11k+ newsletter subscribers



300k+ social media followers reached



32k+ website visitors per month

Scan code to access opt-in form



Questions?

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