



**50<sup>TH</sup> ANNIVERSARY  
CELEBRATION  
UPDATE**

# EVENT DETAILS

- **Saturday, November 18,  
2023 – 3 p.m. to 10 p.m.**
- **Palm Desert Civic Center  
Park**
- **Palm Springs Life  
producing the event**





# PROGRAMMING

- Live Entertainment
- Art Installations
- Food Trucks / Beer & Wine Garden
- Taste of Palm Desert
- Best of Palm Desert
- Kids Activities
- Storytelling



# PROPOSED PARTNERS/SPONSORS

**\*NOT COMPLETE LIST**

- Palm Desert Historical Society
- McCallum Theatre
- The Living Desert Zoo and Gardens
- Palm Desert Area Chamber of Commerce
- Burrtec Waste and Recycling Services
- College of the Desert
- UCR Palm Desert Campus
- CSUSB – Palm Desert
- Acrisure Arena
- Coachella Valley Firebirds
- JW Marriott
- Renova Energy
- El Paseo Businesses
- The Gardens on El Paseo
- The Shops at Palm Desert
- Shadow Mountain Golf Club
- Family YMCA of the Desert
- Desert Recreation District
- Artists Center at the Galen
- Flat Black Art Supply

# FUTURE UPDATES

- **Event Name/Branding**
- **Announcement of Entertainment/Artists**
- **Secured Partnerships/Sponsors**
- **Marketing/Promotion Plan**

