

SPONSORSHIP OPPORTUNITIES

A Classic 4th of July Celebration



A CLASSIC INDEPENDENCE DAY CELEBRATION

A TRADITIONAL COMMUNITY CELEBRATION IN THE HEART OF TEXAS

The Signorelli Company and Valley Ranch will deliver its 7th annual Independence Day Celebration experience for the residents in and around Montgomery County.

SPONSORSHIP OPPORTUNIY: Enhance 4th Fest with activities and entertainment that honors the traditions and history of Independence Day and creates a greater sense of community while exposing your brand to the area population.









THURSDAY, JULY 4, 2024

5:00PM – 10:00PM

MAIN ATTRACTIONS:

- The Greatest Fireworks Display in Montgomery County
- Freedom Over Texas Music Stage (music from 5:00 9:00 PM) | Local cover bands, two 2hour music sets
- Little Patriots Pay-to-Play Zone | Bouncy houses, Gelly Ball, rock wall, petting zoo, pony rides, exotic reptiles, attractions.
- **Shop Small Y'all** | Join the #ShopSmallYall Revolution and explore 30-40 of Texas' best boutiques, makers, and more at the exhibitor shopping market.
- Flavors of Freedom Food Court | 18 local food and beverage trucks.
- Red, White and Brews | Full-service cash bar.
- **Car-Nation car show** | Weekly VRTC cars.
- **"We The People" Community Involvement sponsored activities** | Color Guard prelude to fireworks, hot dog eating contest, touch a truck (police, fire), armed forces interactive exhibits, Girls Scouts, Boys Scouts, yard games, salute to service members, church choirs, street performers, fast pitch, Instagram-able Backdrop







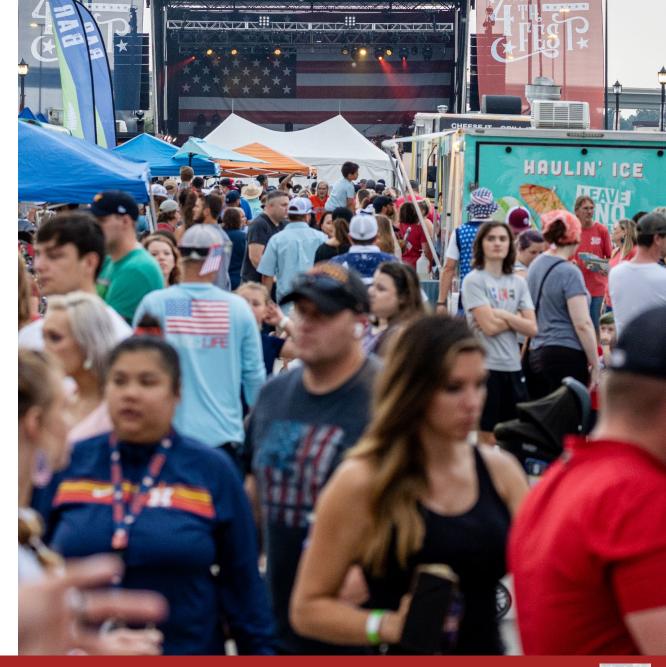
SPONSORSHIP Opportunities

BE PART OF THE EXPERIENCE

- Activation at the Festival
- Naming Rights for Activities
- Fireworks Sponsorship
- Vending at the Festival

Thank you for your partnership and for considering a sponsorship opportunity. Sponsorships are on a first come, first-serve basis.

For more information or to secure your sponsorship, please contact Kim Croley (<u>kcroley@signorellicompany.com</u>).





FREEDOM OVER TEXAS MUSIC STAGE

Live music 5:00 - 9:00 pm featuring Texas bands plus patriotic entertainment leading up to the Greatest Fireworks Display in Montgomery County. **FULL EVENT EXPOSURE.**

Gain maximum brand exposure by all attendees when you sponsor the Freedom Over Texas Music stage!

- 10 VIP tent tickets: Enjoy all 4th Fest has to offer and then retire to the VIP tent for food, cocktails and more fun.
- Your team members (and family members) take center stage to distribute 4th Fest swag to the audience!
- Stage branding and signage, ongoing verbal recognition from stage emcee.
- Social media organic campaign including LinkedIn, Facebook and Instagram posts and stories. Posts tag your social account, all creative files shared for your team's use.
- Dedicated email campaign promoting your business services to consumer email database collected from official event website.



Commitment deadline: May 15, 2024





LITTLE PATRIOTS PLAY ZONE

Underwrite the Little Patriots Play Zone and give area families a night of fun! This sponsorship allows bouncy houses, gelly ball and other interactive games to be free to patrons.

- 6 VIP tent tickets: Enjoy all 4th Fest has to offer and then retire to the VIP tent for food, cocktails and more fun.
- Onsite signage at dedicated Kids Play Zone attraction.
- Verbal recognition from stage emcee.
- Social media organic campaign including LinkedIn, Facebook and Instagram posts and stories. Posts tag your social account, all creative files shared for your team's use.
- Dedicated email campaign promoting your business services to consumer email database collected from official event website.
- (Optional) provide swag items for distribution to patrons.





Commitment deadline: May 15, 2024

Valley Ranch 4th Fest 2024

(*Sponsorship can be split. Ask for details.)



RED, WHITE & BREWS BAR

Showcase your brand at one of the hottest spots at the festival – the Red, White & Brews bar – featuring beer, wine and pre-mixed cocktails.

- 4 VIP tent tickets: Enjoy all 4th Fest has to offer and then retire to the VIP tent for food, cocktails and more fun.
- Your logo on 1,000 custom koozies and napkins to be distributed with beer, wine and cocktail purchases onsite.
- Inclusion on onsite sponsor thank you board.
- Social media organic campaign including LinkedIn, Facebook and Instagram posts and stories. Posts tag your social account, all creative files shared for your team's use.
- Inclusion in sponsor recognition email promoting your business services to consumer email database collected from official event website.







HYDRATION Station

Help attendees stay hydrated by underwriting the hydration station which provides ice-cold bottled water for all attendees.

- 4 VIP tent tickets: Enjoy all 4th Fest has to offer and then retire to the VIP tent for food, cocktails and more fun.
- Verbal recognition from stage emcee.
- Six (6) barrel beverage coolers with your logo and one (1) staff member for distribution.
- Inclusion on onsite sponsor thank you board.
- Social media organic campaign including LinkedIn, Facebook and Instagram posts and stories. Posts tag your social account, all creative files shared for your team's use.
- Inclusion in sponsor recognition email promoting your business services to consumer email database collected from official event website.



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Valley Ranch 4th Fest 2024

(In-kind sponsorship available.)



GENERAL SPONSOR Land of the free

Gold Level Festival Sponsor

- 4 VIP tent tickets: Enjoy all 4th Fest has to offer and then retire to the VIP tent for food, cocktails and more fun.
- Verbal recognition from stage emcee.
- Six (6) barrel beverage coolers with your logo and one (1) staff member for distribution.
- Inclusion on onsite sponsor thank you board.
- Social media organic campaign including LinkedIn, Facebook and Instagram posts and stories. Posts tag your social account, all creative files shared for your team's use.
- Inclusion in sponsor recognition email promoting your business services to consumer email database collected from official event website.







VIP TENT Sponsorship

Be THE VIP when you sponsor the exclusive VIP tent for sponsors, invited guests and host team!

- 4 VIP tent tickets: Enjoy all 4th Fest has to offer and then retire to the VIP tent for food, cocktails and more fun.
- Your logo on VIP table signage and 1,000 custom napkins to be distributed in the VIP tent.
- Inclusion on onsite sponsor thank you board.
- Social media organic campaign including LinkedIn, Facebook and Instagram posts and stories. Posts tag your social account, all creative files shared for your team's use.
- Inclusion in sponsor recognition email promoting your business services to consumer email database collected from official event website.



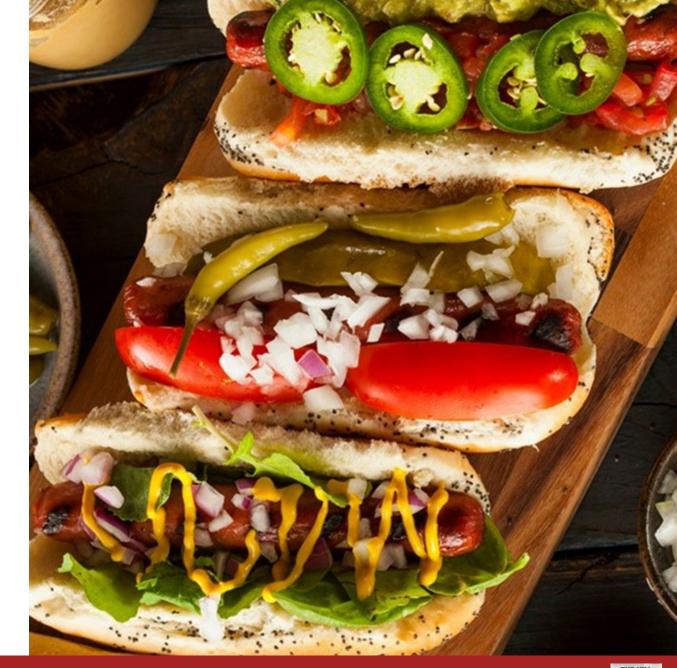




HOT DOG EATING CONTEST

The most anticipated activity of 4th Fest is the Hot Dog Eating contest! Showcase your brand at this fun filled activity.

- 2 VIP tent tickets: Enjoy all 4th Fest has to offer and then retire to the VIP tent for food, cocktails and more fun.
- Verbal recognition from stage emcee.
- Logo inclusion on contest signage and on onsite sponsor thank you board.
- Social media organic campaign including LinkedIn, Facebook and Instagram posts and stories. Posts tag your social account, all creative files shared for your team's use.
- Inclusion in sponsor recognition email promoting your business services to consumer email database collected from official event website.





Valley Ranch 4th Fest 2024

(In-kind sponsorship available)



PIE EATING CONTEST

The sweetest treat of 4th Fest is the Pie Eating contest! Showcase your brand at this fun filled activity.

- 2 VIP tent tickets: Enjoy all 4th Fest has to offer and then retire to the VIP tent for food, cocktails and more fun.
- Verbal recognition from stage emcee.
- Logo inclusion on contest signage and on onsite sponsor thank you board.
- Social media organic campaign including LinkedIn, Facebook and Instagram posts and stories. Posts tag your social account, all creative files shared for your team's use.
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\$3,000 Commitment deadline: May 15, 2024 Valley Ranch 4th Fest 2024

(In-kind sponsorship available)



FLY YOUR Patriotism

Old Glory will wave with pride when you sponsor the beautiful American flags flown around the festival grounds.

- 2 VIP tent tickets: Enjoy all 4th Fest has to offer and then retire to the VIP tent for food, cocktails and more fun.
- Verbal recognition from stage emcee.
- Inclusion on onsite sponsor thank you board.
- Social media organic campaign including LinkedIn, Facebook and Instagram posts and stories. Posts tag your social account, all creative files shared for your team's use.
- Inclusion in sponsor recognition email promoting your business services to consumer email database collected from official event website.







AMERICAN FLAG STATION

Provide all attendees with a free American flag to wave all evening long. A childhood favorite!

- 2 VIP tent tickets: Enjoy all 4th Fest has to offer and then retire to the VIP tent for food, cocktails and more fun.
- Verbal recognition from stage emcee.
- Logo inclusion on flag station signage and on onsite sponsor thank you board.
- Social media organic campaign including LinkedIn, Facebook and Instagram posts and stories. Posts tag your social account, all creative files shared for your team's use.
- Inclusion in sponsor recognition email promoting your business services to consumer email database collected from official event website.





Valley Ranch 4th Fest 2024

(In-kind sponsorship available)



GENERAL SPONSOR STARS & STRIPES

Silver Level Festival Sponsor

- 2 VIP tent tickets: Enjoy all 4th Fest has to offer and then retire to the VIP tent for food, cocktails and more fun.
- Verbal recognition from stage emcee.
- Inclusion on onsite sponsor thank you board.
- Social media organic campaign including LinkedIn, Facebook and Instagram posts and stories. Posts tag your social account, all creative files shared for your team's use.
- Inclusion in sponsor recognition email promoting your business services to consumer email database collected from official event website.







CAR-NATION CAR SHOW

This sponsorship is perfect for all the gearheads. Showcase your brand at the car show where patrons interact with car enthusiasts at 4th Fest.

- 10x10 booth for self promotion, community engagement and potential to pass out swag and literature.
- Inclusion on onsite sponsor thank you board.
- Social media organic campaign including LinkedIn, Facebook and Instagram posts and stories. Posts tag your social account, all creative files shared for your team's use.
- Inclusion in sponsor recognition email promoting your business services to consumer email database collected from official event website.







GENERAL SPONSOR INDEPENDENCE DAY

Bronze Level Festival Sponsor

- Inclusion on onsite sponsor thank you board.
- Social media organic campaign including LinkedIn, Facebook and Instagram posts and stories. Posts tag your social account, all creative files shared for your team's use.
- Inclusion in sponsor recognition email promoting your business services to consumer email database collected from official event website.







INSTAGRAM-ABLE Photo Backdrop

Be the focal point of the event by underwriting the cost of an Instagram-able photo backdrop.

- Inclusion on onsite sponsor thank you board.
- Social media organic campaign including LinkedIn, Facebook and Instagram posts and stories. Posts tag your social account, all creative files shared for your team's use.
- Inclusion in sponsor recognition email promoting your business services to consumer email database collected from official event website.





Commitment deadline: May 15, 2024



COLOR GUARD OPENING CEREMONY

Showcase your patriotism as the underwriting sponsor of the opening ceremony complete with flag ceremony.

- 10x10 booth for self promotion, community engagement and potential to pass out swag, literature and swag.
- Inclusion on onsite sponsor thank you board.
- Verbal recognition from stage emcee.
- Social media organic campaign including LinkedIn, Facebook and Instagram posts and stories. Posts tag your social account, all creative files shared for your team's use.
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GENERAL SPONSOR TRADITIONS

Copper Level Festival Sponsor

- Social media organic campaign including LinkedIn, Facebook and Instagram posts and stories. Posts tag your social account, all creative files shared for your team's use.
- Inclusion in sponsor recognition email promoting your business services to consumer email database collected from official event website.
- Inclusion on onsite sponsor thank you board.







MAIN STREET PERFORMERS

Be a part of this **free** family focused 4th Fest and underwrite the cost of bringing balloon artists, hena tattoos and face painting to the fest for a free experience for community patrons.

- Inclusion on onsite sponsor thank you board.
- Inclusion in sponsor recognition email promoting your business services to consumer email database collected from official event website.





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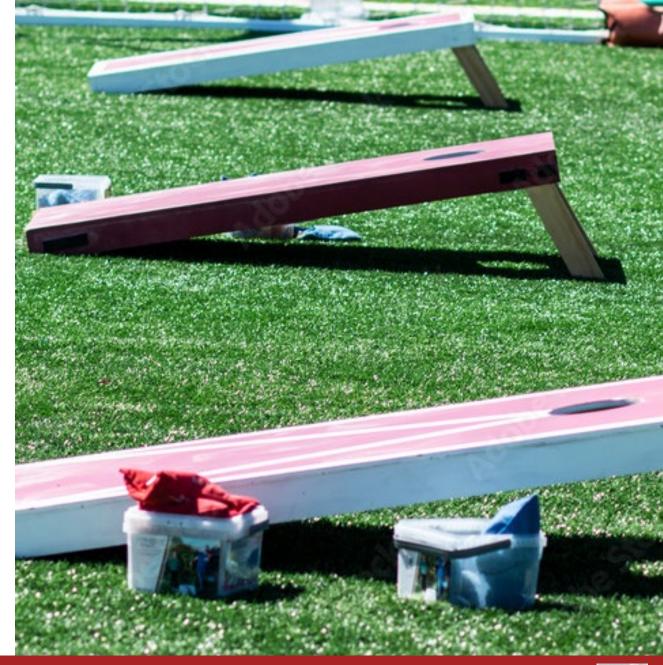
(Several available)



WE THE PEOPLE Yard games

Be a part of this **free** family focused 4th Fest and underwrite the cost of yard games free for all to play and enjoy.

- Event signage logo inclusion and on onsite sponsor thank you board.
- Inclusion in sponsor recognition email promoting your business services to consumer email database collected from official event website.





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