



VALLEY RANCH
4TH FEST

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 OPPORTUNITY: 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 2-hour 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 (kcroley@signorellicompany.com).



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.

\$20,000

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.

\$10,000*

Commitment deadline: May 15, 2024



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.

\$5,000

Commitment deadline: May 15, 2024



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.

\$5,000

Commitment deadline: May 15, 2024



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.

\$5,000

Commitment deadline: May 15, 2024



VIP TENT SPONSORSHIP

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

SOLD

- **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.

\$4,000

Commitment deadline: May 15, 2024



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.

\$3,000

Commitment deadline: May 15, 2024



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.
- Inclusion in sponsor recognition email promoting your business services to consumer email database collected from official event website.

\$3,000

Commitment deadline: May 15, 2024



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.

\$3,000

Commitment deadline: May 15, 2024



AMERICAN FLAG STATION

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

SOLD

- **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.

\$3,000

Commitment deadline: May 15, 2024



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.

\$3,000

Commitment deadline: May 15, 2024



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.

\$2,000

Commitment deadline: May 15, 2024



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.

\$2,000

Commitment deadline: May 15, 2024



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.

\$1,500

Commitment deadline: May 15, 2024



COLOR GUARD OPENING CEREMONY

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

SOLD

- 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.
- Inclusion in sponsor recognition email promoting your business services to consumer email database collected from official event website.

\$1,000

Commitment deadline: May 15, 2024



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.

\$1,000

Commitment deadline: May 15, 2024



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.

\$1,000

Commitment deadline: May 15, 2024



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.

\$500

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