BROWNSVILLE SPORTS PARK

SALUTE TO FREEDOM
CELEBRATION

MARKETING OPPORTUNITIES

www.july4thbrownsville.com

ABOUT THE EVENT

More than 5,000 spectators from all over the lower Rio Grande Valley are expected to attend our 19th Annual Salute to Freedom event this year, as it has become one of the most exciting and enticing regional events for thousands of residents, their families and friends. This year's celebration features live music, food vendors, sponsor booths, and family friendly games, all leading up to the longest and most spectacular fireworks show in the area. All sponsors will be recognized through a variety of media and marketing to the community prior to and on the day of the event.

Sponsoring our family friendly event gives you the unique opportunity to enhance your organization's image and shape your consumers' attitudes. You can create positive publicity and heighten your visibility which in turn helps differentiate your organization from competitors. Your sponsorship dollars will go towards the various activities, contests and musical performances we offer at our event. The 4th of July Salute To Freedom Celebration also offers a fun way for you and your staff to get involved in the community by participating in the event, hosting a vendor booth or being a volunteer!

All proceeds from the event go directly to the 4th of July Fireworks Spectacular Event to allow us to continue hosting this FREE event for the community!

PROMOTE YOUR BRAND
EXPAND YOUR MARKET
HELP YOUR COMMUNITY

BENEFITS OF BRANDING

CREATE VALUE
VALUE INVESTED. THE COST OF OTHER MARKETING OUTLETS CAN BE VERY EXPENSIVE. YOUR MONEY GOES FURTHER WITH PARKS AND RECREATION.

BECOME RECOGNIZED
GET RECOGNIZED AS A COMPANY THAT INVESTS IN THEIR COMMUNITY. EXPAND YOUR NETWORK AND BE ASSOCIATED WITH YOUR CITY PARKS.

HIGH RETURN ON INVESTMENT
INCREASE AWARENESS OF YOUR COMPANY'S PRODUCTS AND SERVICES. YOUR BRAND WILL BE IN THE FRONT OF AUDIENCE YOU WANT TO REACH.

BUILD GOODWILL
EVOKE A COMMUNITY WIDE FEELING THAT YOUR COMPANY CARES. THIS WILL INSTILL LOYALTY AMONG A BUSINESS' CURRENT & FUTURE PATRONS.

COMMUNITY GIVING
PASS THE SAVINGS, AND WINNING TO EVERYONE. SUPPORT FROM SPONSORS PROVIDES ADDITIONAL RESOURCES WHICH CAN HELP KEEP PARTICIPATION FEES LOW.

ANALYTICS & DATA
GET DETAILED FEEDBACK ON AUDIENCE AND COMMUNITY INTERACTION FROM OUR EVENTS AND DIGITAL CAMPAIGNS.

PROMOTIONAL PLAN

- Posters: 150 delivered to Brownsville facilities, local businesses, schools
- Brownsville.TV Video Advertisements
- Series of paid event advertisements in various local/regional papers and television networks.
- Brownsville Parks and Recreation Guide: 42,000 copies, Summer Edition
- Press Releases
- Website Information
- Street Event Banners
- Digital Media Campaign
- E-Flyers

TARGET AUDIENCE

Families, Youth Teens Adults & Seniors

ANTICIPATED ATTENDANCE

5,000+

DATE & TIME

Wednesday, July 4, 2018 • 4 PM - 10 PM.

LOCATION

Brownsville Sports Park
1000 Sports Park Blvd.
Brownsville, Texas 78520

ATTENDANCE NUMBERS

300K	450K	660K
2015	2016	2017

www.july4thbrownsville.com

SALUTE TO FREEDOM SPONSORSHIP OPPORTUNITIES

	PLATINUM	GOLD	SILVER	BRONZE
	$3,000	$2,500	$2,000	$1,000
Website Logo Inclusion On Marketing Collateral	✓	✓	✓	✓
Logo on Promotional Material	✓	✓	✓	✓
Event Memorabilia	✓	✓	✓	✓
VIP Passes	x10	x5	x4	x1
VIP Parking Passes	x5	x3	x2	x2
VIP Table	✓	✓	✓	
Food Platter Included	✓	✓	✓	
Refreshments Included	✓	✓	✓	
Event Stage Banner with Corporate Logo	✓	✓		
Commencement Mention Of Company Sponsor	✓			

YOUR HELP MATTERS

Our event brings together thousands of residents and community members, and gives each sponsor the opportunity to reach out to them on a massive scale. The Brownsville Parks and Recreation Department is currently seeking sponsorship to help underwrite the community festival. Sponsors will receive many advertising benefits as well as perks during the festival. Each sponsorship level includes varying degrees of exposure for your sponsor fee.

If you feel there is not a level that specifically meets your charitable giving or marketing budget, please contact Shannon Guerrero at (956) 542-2064 or via email at Shannon@cob.us with any questions or concerns. On behalf of the Brownsville Parks Department and all of our hard-working volunteers, we look forward to your support and sponsorship!

CONTACT US

To secure your sponsorship, or for any other questions or concerns please contact our event organizers listed below.

Shannon Guerrero
shannon@cob.us
(956) 542-2064
(956) 655-1065

BROWNSVILLE SPORTS PARK STAFF

Ray Arellano
ray@cob.us
(956) 574-6650
(956) 832-4634

Luis Uresti
luisu@cob.us
(956) 574-6650
(956) 203-5824

Jeannette Garcia
jeannette.garcia@cob.us
(956) 574-6650
(956) 574-6681

Colton Hernandez
colton.hernandez@cob.us
(956) 574-6650

SALUTE TO FREEDOM
CELEBRATION
SPONSORSHIP AGREEMENT FORM

COMPANY NAME _____ CONTACT FULL NAME _____

MAILING ADDRESS _____ CITY, STATE _____

EMAIL _____ PHONE _____

☐ **$4,000**

TITLE SPONSORSHIP
Exclusive naming rights for the 19th Annual 4th of July Salute to Freedom Celebration, alongside all the amenities available in the Platinum Sponsorship.

☐ **$3,000**

PLATINUM SPONSORSHIP
Website Logo Incusion on Marketing Material & Website. Logo on Promotional Material, Event Memorabilia, 10 VIP Passes, 5 VIP Parking Passes, VIP Table, Food Platter, Refreshments, Event Stage Banner with Large Sized Corporate Logo, Commencement Mention of Company Sponsorship.

☐ **$2,500**

GOLD SPONSORSHIP
Website Logo Inclusion on Marketing Material & Website. Logo on Promotional Material, Event Memorabilia, 5 VIP Passes, 3 VIP Parking Passes, VIP Table, Food Platter, Refreshments, Event Stage Banner with Medium Sized Corporate Logo.

☐ **$2,000**

SILVER SPONSORSHIP
Website Logo Inclusion on Marketing Material & Website. Logo on Promotional Material, Event Memorabilia, 4 VIP Passes, 2 VIP Parking Passes, VIP Table, Food Platter, Refreshments.

☐ **$1,000**

BRONZE SPONSORSHIP
Website Logo Inclusion on Marketing Material & Website. Logo on Promotional Material, Event Memorabilia, 2 VIP Passes, 1 VIP Parking Pass.

PLEASE EMAIL LOGO TO NATHAN.BURKHART@COB.US NO LATER THAN JUNE 20

Make check payable to "City of Brownsville." Return form and check payable to:
Shannon Guerrero, 1338 E. 8th Street, Brownsville TX, 78520
For Credit Card Payments please call 956-542-2064

www.july4thbrownsville.com