



Lake Cities 4th of July Celebration

Saturday, July 3rd

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TITLE SPONSOR-\$5,000*

- Sponsor name & logo presents event on all newspaper ads, community banners, event posters, event listings & press releases with premium logo and name placement (Ex: Company name presents the Lake Cities 4th of July Celebration!)
- Sponsor presents on Event Billboard on FM 2181 (20,000 vehicles per day)
- Sponsor presents event on 20,000 direct mail pieces
- Sponsor (with link to website) presents event on City of Lake Dallas website (www.lakedallas.com)
- 4 banners/signs displayed at event. (Sponsor is responsible for providing banner)
- Sponsor allowed to sell food/products at event with no vendor fees
- Unlimited free entries in parade to display business/products or your own float
- Presenting Sponsorship mentioned throughout event from main stage
- 10 VIP Tent passes for priority seating and complimentary food and beverage
- Unlimited free parade entries

ENTERTAINMENT SPONSOR-\$2,500

- Sponsor logo displayed on all newspaper ads, fliers, and event posters for event targeting Denton County
- Sponsor logo displayed on 20,000 direct mail pieces
- Sponsor named in all advertisements and press releases about the entertainment
- 1 banner displayed behind bands/performers on main stage. (Sponsor is responsible for own banner)
- Announced as sponsor of entertainment from main stage before & during entertainment
- Announced as sponsor of entertainment from main stage before & during entertainment
- 6 VIP Tent passes for priority seating and complimentary food and beverage
- Free vendor space to sell items or hand out information & free parade entry

PARADE SPONSOR-\$1,500*

- Sponsor logo displayed on all newspaper ads, event posters, and fliers for the event targeting Denton County
- Sponsor logo displayed on 20,000 direct mail pieces
- Sponsor logo displayed on City of Lake Dallas website (www.lakedallas.com)
- Sponsor logo exclusively displayed on parade entry forms and parade maps
- Announced as Parade Sponsor at Parade Awards Ceremony and business name on all trophies and awards
- Sponsor can provide up to 3 judges for the parade (Judges may announce winners during Awards Ceremony)
- 1 banner displayed on event grounds (sponsor must provide banners)
- 4 VIP Tent passes for priority seating and complimentary food and beverage
- 1 banner displayed in parade line-up area (sponsor must provide banners)
- Sponsor may provide vehicles for the Grand Marshal and Lake Cities area mayors and city council members
- Free booth space at the event

VIP TENT SPONSOR-\$1,200*

- Sponsor logo displayed on all newspaper ads, event posters, and fliers for the event targeting Denton County
- Sponsor logo displayed on 20,000 direct mail pieces
- Sponsor logo displayed on City of Lake Dallas website (www.lakedallas.com)
- Sponsor logo and name displayed on VIP Tent invitations to event sponsors, city officials and business owners
- Sponsor logo and name on VIP tent tickets & Sponsor may request a certain number of tickets
- 1 banner displayed on outside of 30' x 30' VIP Tent. (Sponsor is responsible for own banner)
- Announced as sponsor of VIP Tent from main stage
- Table for sponsor information set up inside VIP Tent

FIREWORKS SPONSOR-\$1,000

- Sponsor logo displayed on all newspaper ads, event posters, and fliers for the event targeting Denton County
- Sponsor logo displayed on 20,000 direct mail pieces
- Sponsor logo displayed on City of Lake Dallas website (www.lakedallas.com)
- Announced as fireworks sponsor prior to fireworks
- 4 VIP Tent passes for priority seating and complimentary food and beverage
- 1 banner displayed on event grounds (sponsor must provide banner)
- 2 free parade entries

***exclusive sponsorship**



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CONTEST SPONSOR-\$500*

- Sponsor logo displayed on all newspaper ads and posters for event targeting Denton County
- Sponsor name and logo exclusively on all contest entry forms
- Sponsor logo displayed on City of Lake Dallas website (www.lakedallas.com)
- Announced as putting & watermelon eating contest sponsor from main stage during event
- Sponsor name and logo on all contests awards
- 2 VIP Tent passes for priority seating and complimentary food and beverage
- 1 banner displayed in putting/watermelon eating contest area & 1 free parade entry

PARADE MUSIC SPONSOR-\$500 or Trade Sponsorship

- Sponsor can either provide \$500 for a parade band or provide a band themselves for the parade
- Sponsor displayed on all newspaper ads and posters for event
- Sponsor logo displayed on City of Lake Dallas website (www.lakedallas.com)
- Announced as Parade Music Sponsor at Awards Ceremony after parade
- 4 VIP Tent passes for priority seating and complimentary food and beverage

APPLE PIE BAKE-OFF SPONSOR-\$250*

- Sponsor logo displayed on all newspaper ads and posters for event targeting Denton County
- Sponsor logo displayed as Apple Pie Bake-Off Sponsor on all Bake-Off entry forms & award publications
- Sponsor name displayed on City of Lake Dallas website (www.lakedallas.com)
- 1 banner displayed on event grounds at Apple Pie Bake-Off contest area (sponsor is responsible for banner)
- Sponsor allowed to distribute business materials (brochures, coupons, etc) at contest area
- Sponsor allowed to serve as a judge in the Bake-Off
- Sponsor announced from main stage as Apple Pie Bake-Off sponsor

PATRIOT SPONSOR-\$200

- Sponsor name displayed on all newspaper ads and posters for event targeting Denton County
- Sponsor name displayed on City of Lake Dallas website (www.lakedallas.com)
- 1 banner displayed on event grounds (sponsor is responsible for banner)
- Sponsor Logo displayed on special A-frame signage at event
- Sponsor announced from main stage
- Free booth space at event

VIP TENT LUNCH SPONSOR-Sponsor provides lunch for 30

- Sponsor displayed on all newspaper ads and posters for event targeting Denton County
- Sponsor displayed on City of Lake Dallas website (www.lakedallas.com)
- Sponsor displayed on VIP Tent invitations to event sponsors, city officials and business owners
- Sponsor name and logo on VIP Tent tickets
- 1 banner displayed on inside of 30' x 30' VIP Tent. Sponsor is responsible for own banner.
- Sponsor allowed to distribute business information to VIP guests
- 1 free parade entry

VIP TENT DINNER SPONSOR-Sponsor provides dinner for 50

- Sponsor displayed on all newspaper ads and posters for event targeting Denton County
- Sponsor logo displayed on City of Lake Dallas website (www.lakedallas.com)
- Sponsor displayed on VIP Tent invitations to event sponsors, city officials and business owners
- Sponsor name and logo on VIP Tent tickets
- 1 banner displayed on inside of 30' x 30' VIP Tent. Sponsor is responsible for own banner.
- Sponsor allowed to distribute business information to VIP guests
- 1 free parade entry

***=exclusive sponsorship**