



Lake Cities 4th of July Celebration

July 4th

Page 1 of 2

TITLE SPONSOR-\$5,000*

- Sponsor presents event on all ads, banners, event listings & press releases targeting Denton
- County and the Metroplex (Example: "Bob's Company" presents the Lake Cities 4th of July Celebration!)
- Sponsor presents event on 10,000 mailers distributed to Lake Cities area
- Sponsor presents event on posters distributed to Lake Cities area businesses
- Sponsor logo (with link to website) presents event on City of Lake Dallas website (www.lakedallas.com)
- Up to 10 banners and/or signage displayed at event. Sponsor is responsible for banners.
- Free vendor space to sell items or hand out information
- 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-\$2,000

- Sponsor displayed on all ads for event targeting Denton County
- Sponsor displayed on 10,000 mailers distributed to Lake Cities area
- Sponsor displayed on posters distributed to Lake Cities area businesses
- Sponsor logo (with link to website) displayed on City of Lake Dallas website (www.lakedallas.com)
- 1 banner displayed behind performer area on stage and 1 on event grounds. Sponsor is responsible for own banner.
- 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 & 3 free parade entries

PARADE SPONSOR-\$1,500*

- Sponsor displayed on all ads for event targeting Denton County (parade will be named after the sponsor)
- Sponsor displayed on 10,000 mailers distributed to Lake Cities area
- Sponsor displayed on posters distributed to Lake Cities area businesses
- Sponsor logo (with link to website) displayed on City of Lake Dallas website (www.lakedallas.com)
- Announced as Parade Sponsor at Parade Awards Ceremony
- Sponsor can provide up to 3 judges for the parade (Judges will announce winners during Awards Ceremony)
- Sponsor will be featured on all trophies and awards presented
- 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
- 2 free parade entries

VIP TENT SPONSOR-\$1,000*

- Sponsor displayed on all ads for event targeting Denton County
- Sponsor displayed on 10,000 mailers distributed to Lake Cities area
- Sponsor displayed on posters distributed to Lake Cities area businesses
- Sponsor logo (with link to website) displayed on City of Lake Dallas website (www.lakedallas.com)
- Sponsor displayed on VIP Tent invitations to event sponsors, city officials and business owners
- 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
- 2 free parade entries

FIREWORKS SPONSOR-\$1,000

- Sponsor displayed on all ads for event targeting Denton County
- Sponsor displayed on 15,000 door hangers distributed to Lake Cities area
- Sponsor displayed on posters distributed to Lake Cities area businesses
- Sponsor logo (with link to website) 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



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Page 2 of 2

CONTEST SPONSOR-\$500*

- Sponsor displayed on all ads for event and contest entry forms targeting Denton County
- Sponsor displayed on posters distributed to Lake Cities area businesses
- Sponsor logo (with link to website) displayed on City of Lake Dallas website (www.lakedallas.com)
- Announced as putting & watermelon eating contest sponsor from main stage during event
- 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

VIP TENT LUNCH SPONSOR-Sponsor provides lunch for 30

- Sponsor displayed on all ads for event targeting Denton County
- Sponsor displayed on posters distributed to Lake Cities area businesses
- Sponsor logo (with link to website) displayed on City of Lake Dallas website (www.lakedallas.com)
- Sponsor displayed on VIP Tent invitations to event sponsors, city officials and business owners
- 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 ads for event targeting Denton County
- Sponsor displayed on posters distributed to Lake Cities area businesses
- Sponsor logo (with link to website) displayed on City of Lake Dallas website (www.lakedallas.com)
- Sponsor displayed on VIP Tent invitations to event sponsors, city officials and business owners
- 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

APPLE PIE BAKE-OFF SPONSOR-\$200*

- Sponsor displayed on all ads for event targeting Denton County
- Sponsor displayed as Apple Pie Bake-Off Sponsor on all Bake-Off entry forms
- Sponsor displayed on event posters distributed to Lake Cities area businesses
- Sponsor logo (with link to website) displayed on City of Lake Dallas website (www.lakedallas.com)
- 1 banner displayed on event grounds at Apple Pie Bake-Off contest area
- 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

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 ads for event targeting Denton County
- Sponsor displayed on posters distributed to Lake Cities area businesses
- Sponsor logo (with link to website) displayed on City of Lake Dallas website (www.lakedallas.com)
- Announced as Parade Music Sponsor at Awards Ceremony after parade
- 2 VIP Tent passes for priority seating and complimentary food and beverage

***=exclusive sponsorship**