

City of Pearland's
CELEBRATION OF FREEDOM
July 4, 2018



SPONSORSHIP INFORMATION

PEARLAND PARKS & RECREATION
4141 BAILEY ROAD
PEARLAND, TX 77584
281.412.8929
PEARLANDPARKS.COM

CELEBRATION OF FREEDOM

Pearland's Celebration of Freedom will be held at the Pearland High School football stadium and will include strolling entertainment, a spectacular 20-minute fireworks display unleashed by Westside Veterinary Hospital as well a concert by one of Houston's hottest bands guaranteed to deliver a powerful performance on the H-E-B Entertainment Stage. In addition to the 13,000 plus individuals that attend the event annually, Celebration of Freedom broadcasts a large footprint across the city as nearly 50,000 accessed the Sky Wonder app during the fireworks display and the event had over 18,000 Snapchat views last year along. Join us in celebrating our country and building our community by supporting Celebration on Freedom.

Event Date: Wednesday, July 4, 2018
Location: Pearland High School Football Stadium
Time: Gates open at 6pm, Concert at 6:30pm



Activity Sponsor

Sponsorship Investment: \$2,500

Sponsorship Benefits*

General Terms

- Permission to use the City of Pearland's Celebration of Freedom event logo in any of your company's created print, radio and television marketing to promote the partnership and is subject to City's final approval of all advertising materials and/or publicity that include mention of Celebration of Freedom, City of Pearland or Pearland Parks & Recreation
- Naming rights to sponsored activity area
 - Kid Zone
 - Virtual Reality

Advertising Benefits

- Activity sponsor recognition and company logo on all Celebration of Freedom printed flyers and posters distributed at City facilities, including City Hall, Library, Westside Library, Westside Event Center, Parks & Recreation office, Recreation Center & Natatorium (minimum 300 flyers)
- Company logo or name recognition on all event newspaper ads
- Activity sponsor recognition on Pearland Parks & Recreation Facebook page (10,500+ followers)

Internet

- Activity sponsor recognition, company logo and link on Pearland Parks & Recreation Celebration of Freedom webpage for one (1) month, Jun. 4 to Jul. 4

On Site Benefits / Signage

- Opportunity to show one (1) 30-second-to-1-minute commercial on stadium video board
- One 10' x 20' or two 10'x10' promotional booth spaces
- Activity sponsor recognition on one (1) customized banner in sponsored area
- Company logo to be display on two (2) event banners in prime location, provided by City
- Opportunity for company spokesperson to present door prize giveaway from main entertainment stage during intermission
- Audio recognition during event from the main entertainment stage

Hospitality Rights

- Five (5) VIP parking passes
- Ten (10) Hospitality room passes

Food Court/Hospitality Sponsor

Sponsorship Investment: \$1,500 (monetary or in-kind)

Sponsorship Benefits*

General Terms

- Permission to use the City of Pearland's Celebration of Freedom event logo in any of your company's created print, radio and television marketing to promote the partnership and is subject to City's final approval of all advertising materials and/or publicity that include mention of Celebration of Freedom, City of Pearland or Pearland Parks & Recreation
- Naming rights to sponsored activity area

Advertising Benefits

- Company logo on all Celebration of Freedom printed flyers and posters distributed at City facilities, including City Hall, Library, Westside Library, Westside Event Center, Parks & Recreation office, Recreation Center & Natatorium (minimum 300 flyers)
- Company logo or name recognition on all event newspaper ads

Internet

- Activity sponsor recognition, company logo and link on Pearland Parks & Recreation Celebration of Freedom webpage for one (1) month, Jun. 4 to Jul. 4

On Site Benefits / Signage

- One 10' x 20' or two 10'x10' prime booth spaces including location for food distribution
- Activity sponsor recognition on one (1) customized banner in sponsored area
- Company logo to be display on two (2) event banners in prime location, provided by City
- Opportunity for company spokesperson to present door prize giveaway from main entertainment stage during intermission
- Audio recognition during event from the main entertainment stage

Hospitality Rights

- Five (5) VIP parking passes
- Ten (10) Hospitality room passes

Commercial Sponsor

Sponsorship Investment: \$1,750

Sponsorship Benefits

General Terms

- Permission to use the City of Pearland's Celebration of Freedom event logo in any of your company's created print, radio and television marketing to promote the partnership and is subject to City's final approval of all advertising materials and/or publicity that include mention of Celebration of Freedom, City of Pearland or Pearland Parks & Recreation

Advertising Benefits

- Name or logo recognition on all Celebration of Freedom printed flyers and posters distributed at City facilities, including City Hall Library, Westside Library, Westside Event Center, Parks & Recreation office, Recreation Center & Natatorium
- Name recognition on all event newspaper ads

Internet

- Company logo and link on Pearland Parks & Recreation Celebration of Freedom webpage for one (1) month, Jun. 4 to Jul. 4

On Site Benefits / Signage

- Opportunity to show one (1) 30-second-to-1-minute commercial on stadium video board
- 10' x 10' promotional booth space
- Company logo to be display on two (2) event banners in prime location, provided by City
- Audio recognition during event from the main entertainment stage

Hospitality Rights

- Five (5) VIP parking passes
- Five (5) Hospitality room passes



BOOTH SPONSOR

Sponsorship Investment: \$500

Sponsorship Benefits

General Terms

- Permission to use the City of Pearland's Celebration of Freedom event logo in any of your company's created print, radio and television marketing to promote the partnership and is subject to City's final approval of all advertising materials and/or publicity that include mention of Celebration of Freedom, City of Pearland or Pearland Parks & Recreation

Internet

- Company name and link on Pearland Parks & Recreation Celebration of Freedom webpage for one (1) month, Jun. 4 to Jul. 4

On Site Benefits / Signage

- 10' X 10' booth space and information display
- Company logo to be display on two (2) event banners, provided by City
- Audio recognition during event from the main entertainment stage



ENTRY BANNER SPONSOR

Sponsorship Investment: \$250 + sign production

Our inflatable arch is placed at the entrance to Celebration of Freedom and provides space for several banners specially made for your business! Event attendees will enter and exit through this arch and a strategically placed 60"x30" banner is sure to maximize your brand visibility at the event. Sponsors have three options regarding sign production (1) City creates artwork and prints customized banner, (2) Sponsor creates artwork and provides artwork to City for printing, (3) Sponsor creates artwork, prints banner and provides banner to City.





Sponsorship Application

Celebration of Freedom sponsorship applications and company logo (high resolution, minimum 300dpi), if applicable, are due by **May 31, 2018**. All commercials must be received by June 16th. Sponsorship contracts and invoices will be sent upon receipt and approval of application. Sponsorship monies must be received in full by June 8, 2018.

Please select your sponsorship level:

- Activity Sponsorship.....\$2,500
- Commercial Sponsorship.....\$1,750
- Booth Sponsorship.....\$500
- Entry Banner Sponsorship\$250 + sign production

Company Name

Contact Name

Billing Address/City/St/Zip

Company Phone

Contact Cell Phone

Email

Company Website URL

Signature

Date

Please sign and return application by email or mail to:

Pearland Parks & Recreation

Attn: Jason O'Mara, Resource Development Manager

4141 Bailey Road, Pearland, TX 77584

jomara@pearlandtx.gov