



## Sponsorship Opportunities 2015

Prepared by:  
Beth Zickar, Leisure Services Director  
City of Sunrise Leisure Services Department  
10610 West Oakland Park Boulevard  
Sunrise, Florida 33351  
(954) 747-4660

# City of Sunrise July 4th Celebration: Sponsorship Opportunities 2015

## Event Profile

The annual July 4th Celebration hosted by the City of Sunrise consists of a full day of activities:

### “Spirit of America” Parade & Family Fun Day

**TIME:** 10:00 a.m. to 1:00 p.m.

**ANTICIPATED ATTENDANCE:** 2,000+

Patriotic floats will wind their way west along Sunset Strip from NW 12th Street to City Park, where parade entry judging occurs. The fun continues in City Park with free food and rides for the whole family.

### Concert & Fireworks

**TIME:** 5:00 p.m. to 10:00 p.m.

**ANTICIPATED ATTENDANCE:** 20,000+

This crowd-pleasing outdoor event, hosted in the parking lot of the BB&T Center, features children’s rides and activities, along with a wide assortment of food and beverage vendors. The main stage will showcase performances by nationally-recognized recording artists. After the concert, enjoy a fantastic fireworks display set to patriotic music. Parking and admission are free.

## Sponsorship Benefits

The July 4th Concert & Fireworks in Sunrise is the only event in the region to:

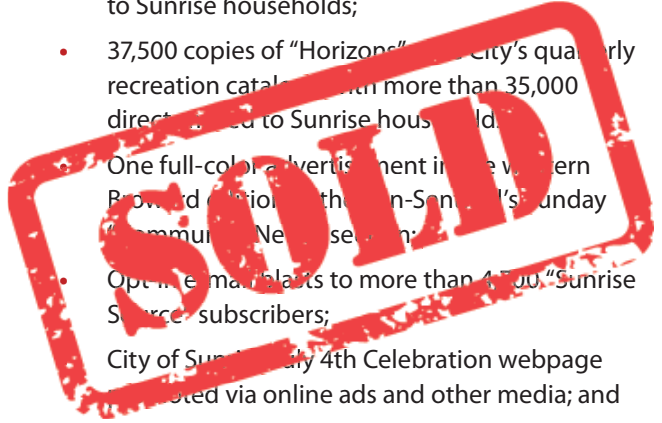
- Feature a national recording artist as its headliner;
- Attract a diverse audience of 20,000+ members of the South Florida community;
- Consistently provide a quality, family-friendly atmosphere;
- Allow easy access from all points, due to its centrally located Broward County site.

## All-American Package: \$25,000

*Exclusive! Only one available!*

### YOUR SPONSORSHIP PACKAGE INCLUDES:

- **Category exclusivity**
- **Recognition as the Presenting Sponsor of the Concert & Fireworks**, with Company name/logo placement in the following:
  - 23,500 full-color utility bill inserts, direct-mailed to Sunrise households;
  - 37,500 copies of “Horizons” – the City’s quarterly recreation catalog – with more than 35,000 direct-mailed to Sunrise households;
  - One full-color advertisement in the Western Broward edition of the Sun-Sentinel’s Sunday Community News section;
  - Opt-in e-mail blasts to more than 4,500 “Sunrise Source” subscribers;
  - City of Sunrise July 4th Celebration webpage promoted via online ads and other media; and
  - Social media posts
- **Press release** announcing All-American Sponsorship.
- **Two promotional booths (10’ x 10’) at each event** - Parade & Family Fun Day, and Concert & Fireworks - to sell products and distribute marketing collateral. Canopies and tables provided.
- **Company logo** on side panel of main stage banner
- Strategic placement of **Company banner** at each event - Parade & Family Fun Day, and Concert & Fireworks
- **Public address announcements** during events to recognize Company’s sponsorship.
- Ten (10) **VIP parking passes** for Concert & Fireworks.



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## Patriot Package: \$20,000

### YOUR SPONSORSHIP PACKAGE INCLUDES:

- **Category exclusivity**
- **Recognition as Patriot Sponsor**, with Company name/logo placement in the following:
  - 23,500 full-color utility bill inserts, direct-mailed to Sunrise households;
  - 37,500 copies of "Horizons" - the City's quarterly recreation catalog - with more than 35,000 direct-mailed to Sunrise households;
  - One full-color advertisement in the western Broward edition of the Sun-Sentinel's Sunday "Community News" section;
  - Opt-in e-mail blasts to more than 4,700 "Sunrise Source" subscribers;
  - City of Sunrise July 4th Celebration webpage promoted via online ads and other media; and
  - Social media posts
- **Press release** announcing Patriot Sponsorship.
- **Two promotional booths (10' x 10') at each event** - Parade & Family Fun Day, and Concert & Fireworks - to sell products and distribute marketing collateral. Canopies and tables provided.
- **Company logo** on side panel of main stage banner
- Strategic placement of **Company banner** at each event - Parade & Family Fun Day, and Concert & Fireworks.
- **Public address announcements** during events to recognize Company's sponsorship.
- **Company branding of choice of Food Court or Children's Play Zone** at Concert & Fireworks event (two 3' x 6' on-site banners provided), and acknowledgement of naming rights in event publicity.
- Official sponsorship of the 25'-tall **Uncle Sam cold air balloon** to be placed at City Park in the morning and at the BB&T Center in the evening. Display will be branded with Company logo.
- Eight (8) **VIP parking passes** for Concert & Fireworks.

## Freedom Package: \$10,000

### YOUR SPONSORSHIP PACKAGE INCLUDES:

- **Category exclusivity**
- **Recognition as Freedom Sponsor**, with Company name/logo placement in the following:
  - 23,500 full-color utility bill inserts, direct-mailed to Sunrise households;
  - 37,500 copies of "Horizons" - the City's quarterly recreation catalog - with more than 35,000 direct-mailed to Sunrise households;
  - One full-color advertisement in the western Broward edition of the Sun-Sentinel's Sunday "Community News" section;
  - Opt-in e-mail blasts to more than 4,700 "Sunrise Source" subscribers;
  - City of Sunrise July 4th Celebration webpage promoted via online ads and other media; and
  - Social media posts
- **Press release** announcing Freedom Sponsorship.
- **Opportunity to have one promotional booth (10' x 10') at each event** - Parade & Family Fun Day, and Concert & Fireworks - to sell products and distribute marketing collateral.
- **Company logo** on side panel of main stage banner
- Strategic placement of **Company banner** at each event - Parade & Family Fun Day, and Concert & Fireworks.
- **Public address announcements** during events to recognize Company's sponsorship.
- **Company logo** on official "Spirit of America" Parade lead-off banner.
- Six (6) **VIP parking passes** for Concert & Fireworks.

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## Stars & Stripes Package: \$5,000

### YOUR SPONSORSHIP PACKAGE INCLUDES:

- **Recognition as Stars & Stripes Sponsor**, with Company name/logo placement in the following:
  - 23,500 full-color utility bill inserts, direct-mailed to Sunrise households;
  - 37,500 copies of "Horizons" - the City's quarterly recreation catalog - with more than 35,000 direct-mailed to Sunrise households;
  - One full-color advertisement in the western Broward edition of the Sun-Sentinel's Sunday "Community News" section;
  - Opt-in e-mail blasts to more than 4,700 "Sunrise Source" subscribers;
  - City of Sunrise July 4th Celebration webpage promoted via online ads and other media; and
  - Social media posts
- **Press release** announcing Stars & Stripes Sponsorship.
- **Opportunity to have one promotional booth (10' x 10') at each event** - Parade & Family Fun Day, and Concert & Fireworks - to sell products and distribute marketing collateral.
- **Public address announcements** during events to recognize Company's sponsorship.
- Four (4) **VIP parking passes** for Concert & Fireworks.

## Liberty Package: \$1,000

### YOUR SPONSORSHIP PACKAGE INCLUDES:

- **Recognition as Liberty Sponsor**, with Company name/logo placement in the following:
  - 23,500 full-color utility bill inserts, direct-mailed to Sunrise households;
  - 37,500 copies of "Horizons" - the City's quarterly recreation catalog - with more than 35,000 direct-mailed to Sunrise households;
  - One full-color advertisement in the western Broward edition of the Sun-Sentinel's Sunday "Community News" section;
  - Opt-in e-mail blasts to more than 4,700 "Sunrise Source" subscribers;
  - Social media posts
- **Opportunity to have one promotional booth (10' x 10')** at the Concert & Fireworks to sell products and distribute marketing collateral.

## Sunrise Meets Your Marketing Needs

Sponsorship opportunities can be tailored to meet the marketing goals of your organization or business. For more information about the packages outlined in this proposal – or to customize a sponsorship agreement – please contact Beth Zickar, Leisure Services Director, at (954) 747-4660 or [bzickar@sunrisefl.gov](mailto:bzickar@sunrisefl.gov).