



# SUPPORT OUR PARADE & PROMOTE YOUR BUSINESS

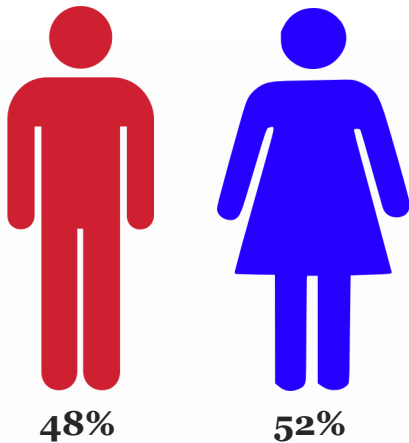
Sponsorship is an amazing opportunity for businesses in our community to get involved with **4<sup>th</sup> in the Park!** The sponsorships we receive from businesses make our Parade & Picnic the success that it is year after year. It is a great way for any business to advertise and build brand awareness in the community.

## Quick Facts:

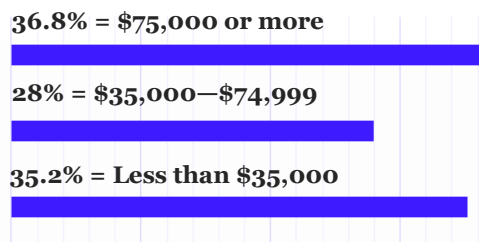
- **Only 4<sup>th</sup> of July parade in Saint Paul!**
- **Draw over 3,000+ attendees!**
- **Running for 70+ consecutive years!**

## NEIGHBORHOOD/SPECTATOR PROFILE

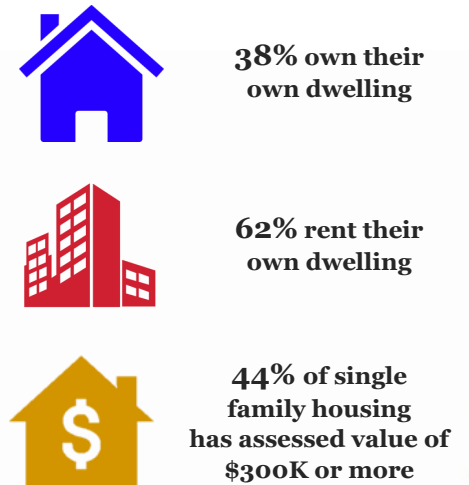
### Gender:



### Household Income:



### Home Ownership:



### Education:

Less Than High School



High School Diploma /GED



Some College /Assoc. Degree



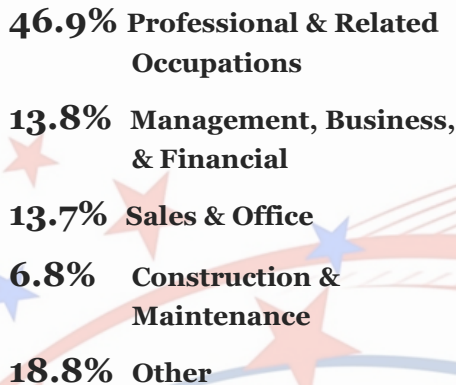
Bachelor's Degree



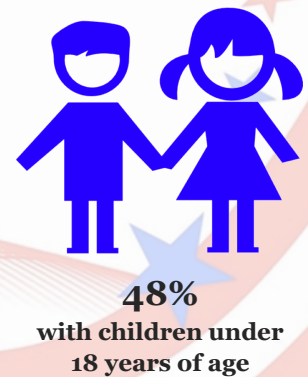
Graduate/Professional Degree



### Occupation:



### Households with Children:



Source for Neighborhood Data: <http://www.mncompass.org/profiles/neighborhoods/st-paul/st-anthony-park>

## CONTACT:

Volunteer Organizer: Josh Becerra | 651.230.1163 | [josh.becerra@gmail.com](mailto:josh.becerra@gmail.com)

[4thinthepark.org](http://4thinthepark.org)

# PROMOTIONAL PACKAGES

## RED: Deadline June 1<sup>st</sup>, 2018

Want to get involved and show your support, but can't commit to a WHITE or BLUE LEVEL sponsorship? Well, then the RED LEVEL might be right for you. We'll print your business logo on a banner carried in the parade and hung on the bandstand. You'll also be thanked in the thank you we publish in the Park Bugle.

*Note: Logo size is in proportion to sponsorship level.*

Total # Available:

20

\$ Amount:

\$250

## WHITE: Deadline June 1<sup>st</sup>, 2018

All the benefits of a RED LEVEL sponsorship, plus an added bonus. Yes, your logo will be printed on a banner carried in the parade and hung on the bandstand. And you'll be thanked in the ad we publish in the Park Bugle. As an added BONUS - you'll be thanked in our Event Program that is distributed along the parade route to all spectators and attendees.

*Note: Logo size is in proportion to sponsorship*

10

\$500

## BLUE: Deadline June 1<sup>st</sup>, 2018

All the support with no hassle or planning. If you love our parade and community and want no-fuss awareness building - then the BLUE LEVEL sponsorship is right for you. All we need is a high-res image of your business' logo and we'll be sure it's on a banner carried in the parade and hung at the bandstand. We'll thank you in the Park Bugle and in our Event Program. AND we'll also publically thank our BLUE LEVEL sponsors from the bandstand.

*Note: Logo size is in proportion to sponsorship*

5

\$1,000

## PATRIOT SPONSOR: Deadline May 1<sup>st</sup>, 2018

Show your Spirit! Get your company logo printed on our commemorative t-shirts distributed to first 500 spectators for free, company logo also on the 4<sup>th</sup> in the Park website with link, on banner carried in the parade and hung at the bandstand, printed on all advertising and mailings and event program, Company name mentioned and thanked from the bandstand, representative(s) from company in parade, 5 commemorative t-shirts & meal tickets.

2

\$2,500

## PRESENTING SPONSOR - Deadline May 1<sup>st</sup>, 2018

All the benefits of the Patriot Sponsorship, plus an additional 10 Commemorative T-Shirts & Meal Tickets, Company spokesperson is given time to address crowd from the stage, Company logo printed on the set & repeat photo booth backdrop, Company logo on signs affixed to all cars carrying dignitaries, designated 12' x 12' area in the park for promotional item distribution or information booth.

**SOLD OUT!**

1

\$5,000

## NEW ENGAGEMENT SPONSORSHIPS!

### ENGAGE SPECTATORS ALONG THE PARADE ROUTE

Ready to get creative and have some fun? A great way to show your support and connect with the crowd is by participating in the parade itself! Build a float (within reason - this isn't the Macy's Day Parade) or walk or ride in the parade. Hand out promotional items directly to spectators on the parade route. You decide how to make it fun and memorable!

10

\$250

### ENGAGE ATTENDEES IN THE PARK

Have a designated 10' x 10' area in the park where you can engage directly with attendees. You decide (within reason) what to do with your space. Bring a tent and then think about prize wheels, free giveaways, swag, contests. Materials can only be shared within your designated space.

5

\$500