



**Annual Prescott
4th of July Celebration
2024**

**Sponsorship
Opportunity
Book**



Annual Prescott 4th of July at Watson Lake 2024

About the Event

The Annual Prescott 4th of July Celebration at Watson Lake is the premier Independence Day Celebration in Central Arizona. Set at the picturesque Watson, this event is widely attended by our local community and visitors alike. This year's event will feature *free admission* which is expected to boost attendance of an already popular event. Key Facts:

UP TO 10,000 EXPECTED ATTENDEES

MARKETING PLAN INCLUDES:

**Tri-Cities, Phoenix, Tucson, Flagstaff,
Denver, Los Angeles, & Southern CA**

NEW & IMPROVED THIS YEAR:

VIP experience

Entertainment

Designated space for pop-up tents

Air Force flyover

(approved by Air Force & FAA, pending availability of planes & pilots)

Summary of our Vision

In partnership with the City of Prescott, JARD, LLC & UP2 Productions are organizing a family-friendly Fourth of July celebration featuring high-quality entertainment and family activities with *free admission*. In addition, we intend to rekindle some of the favorite aspects of past Independence Day events by giving attendees the option to bring pop-up-style tents and picnics while also offering a wide variety of food and beverage vendors. Water slides, inflatables, and a multitude of activities for children and adults will be accessible by purchasing an all-day wristband.

Entertainment will include live music by popular local bands, food trucks and other vendors, a potential F-35 flyover (subject to availability of planes and pilots), and of course fireworks. VIP guests will enjoy and upgraded their experience to include catered meals and beverages, direct views of the lake, and front-row views of the fireworks.


We are confident that with our vision, experience, partnerships, and standards of professionalism, this will be the *first-class* Fourth of July Prescott deserves.

Benefitting our Local Youth

We know there is no shortage of deserving charities to partner with on an event like this. While we have worked with a multitude of charities in our 20+ year history in Yavapai County, **The Boys and Girls Club of Central Arizona** is our preferred beneficiary for this event. This is because:

- The Boys and Girls Club has a **direct benefit** to our community
- They serve the needs of over 450 **local youth**
- This represents a **direct investment** in the future of Prescott, and Yavapai County

The Boys and Girls Club of Central Arizona will be responsible for obtaining the liquor license for the sale of alcoholic beverages and will receive 25% of the net profits from alcohol sales.



VIP Experience

This year, the Annual Prescott Fourth of July celebration will offer a more tailored experience for our top sponsors and attendees who want to purchase VIP tickets. The VIP experience will include the following:

Two Dedicated VIP areas:

Hilltop Gazebo with preferred views

Side - Stage viewing area

Private bars on the hilltop & side-stage

Early arrival

Two Included Drink Tickets

Catered Foods all day

Golf Cart shuttles around the event and to/from entry gate

Dedicated trailer restrooms with running water

Massage Chairs

IV Treatments (\$)

Large, cooled, relaxation & dining tent

Sponsorship Packages

STARS & STRIPES SPONSORSHIP - \$15,000

The Stars & Stripes Sponsors represent our most valuable partnerships and shall be recognized for the extraordinary level of support for our event and our community. As the *premier sponsorship level*, only (2) organizations will be accepted to share in this title and receive equal recognition both at the event and in the weeks leading up to the July 4th Celebration.

This Includes:

- Primary recognition as top-tier Sponsors in all media and event materials
- Exclusivity - no competing sponsors accepted from your market / industry
- Naming Rights to the Event Stage or Hilltop VIP areas:
 - The Sponsor that selects naming rights to the stage shall also have their logo printed on all 21+ wristbands and banners on stage
 - The Sponsor that selects naming rights to the Hilltop VIP area shall also have their logo printed on all VIP wristbands and banners in that area
- Inclusion in all pre-event marketing including:
 - Logo on all Banners advertising the event in the Tri-Cities area
 - Logo prominently displayed on event website, with a link to your website
 - Radio thanks given by Event Management on (2) radio show interviews
 - Social Media mentions on (4) separate occasions
 - Listed as “Sponsored by” in all online advertising
- Recognition at the event, including:
 - Live announcements made from the stage by the MC during event (5) times
 - 30-second commercial (with audio) played on the video screen (4) times
 - 30-second video (without audio) played on the video screen (10) times
 - Full-screen logo displayed on video screen on repeating loop with other sponsors
 - Logo on full wrap-around banner of main field in (10) locations
 - Banners on pedestrian rails in (2) locations
- (4) VIP passes including (2) drink tickets each plus catered lunch, snack & dinner
- (4) KidZone wristbands including access to all bounce houses, water slides, etc.
- VIP Parking Passes for (2) vehicles with golf-cart shuttle service around the event and to / from entry gate

PATRIOT SPONSORSHIP - \$10,000

The Patriot Sponsors are incredibly important supporters for our community and this event. As a high-level sponsorship, only (2) organizations will be accepted to share in this title and receive equal recognition both at the event and in the weeks leading up to the July 4th Celebration.

This Includes:

- Naming Rights to the KidZone or FoodZone areas:
- Both Sponsors will have their logos printed on the KidZone wristbands
- Inclusion in the following pre-event marketing:
 - Logo on all Banners advertising the event in the Tri-Cities area
 - Logo on event website, with a link to your website
 - Radio thanks given by Event Management on (1) radio show interview
 - Social Media mentions on (2) separate occasions
 - Listed as “Sponsored by” in all online advertising
- Recognition at the event, including:
 - Live announcements made from the stage by the MC during event (3) times
 - 15-second commercial (with audio) played on the video screen (2) times
 - 15-second video (without audio) played on the video screen (5) times
 - Half-screen logo displayed on video screen on repeating loop with other sponsors
 - Logo on full wrap-around banner of main field in (5) locations
 - Banners on pedestrian rails in (2) locations
- (2) VIP passes including (2) drink tickets each plus catered lunch, snack & dinner
- (2) KidZone wristbands including access to all bounce houses, water slides, etc.
- VIP Parking Passes for (1) vehicle with golf-cart shuttle service around the event and to / from entry gate

LIBERTY SPONSORSHIP - \$7,500

The support of the (3) Liberty Sponsors is important to making this a positively memorable event for all attendees and shall receive recognition as such.

This Includes:

- Naming Rights to the Airforce Flyover (subject to availability), Medic Area, or “Throne-Zone” (porta-potty) areas:
 - Banners displayed at the entry / exit of selected area
 - Priority mention by MC as sponsor of flyover
- Inclusion in the following pre-event marketing:
 - Social Media mentions on (2) separate occasions
 - Logo on event website, with a link to your website
- Recognition at the event, including:
 - 15-second video (without audio) played on the video screen (3) times
 - 1/3-screen logo displayed on video screen on repeating loop with other sponsors
 - Logo on full wrap-around banner of main field in (4) locations
 - Banners on pedestrian rails in (2) locations
- (2) KidZone wristbands including access to all bounce houses, water slides, etc.



FREEDOM SPONSORSHIP - \$5,000

Benefits Include:

- Inclusion in the following pre-event marketing:
 - Social Media mention on (1) occasion
 - Logo on event website, with a link to your website
- Recognition at the event, including:
 - Minimum 1/5th screen logo displayed on video screen on repeating loop with other Freedom Sponsors
 - Logo on full wrap-around banner of main field in (2) locations

INDEPENDENCE SPONSORSHIP - \$1,000

Benefits Include:

- Inclusion in the following pre-event marketing:
 - Logo on event website, with a link to your website
- Recognition at the event, including:
 - Branded item with your logo included in the VIP Swag Bag
 - Minimum 1/8th screen logo displayed on video screen on repeating loop with other Independence Sponsors

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