



**Annual Prescott  
4th of July  
2025**

**Sponsorship  
Opportunity  
Book**





# **Annual Prescott 4th of July at Watson Lake 2025**

## **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 years 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.


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## 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, **Yavapai Big Brothers Big Sisters** is our preferred beneficiary for this event. This is because:

For more than 50 years, Yavapai Big Brothers Big Sisters has operated under the belief that inherent in every young person is the ability to succeed and thrive in life. Yavapai Big Brothers Big Sisters makes meaningful, monitored matches between adult volunteers ("Bigs") and youth ("Littles"), ages 6 through 24. They develop positive relationships that have a direct and lasting effect on the lives of young people.

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:

**Dedicated VIP area including;**

**Reserved Front-Row Fireworks Seating**

**Stage Viewing Deck**

**Private Bar**

**Preferred VIP-Only Drink Options**

**Two Included Drink Tickets**

**Complimentary Food Selections**

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

**Dedicated trailer restrooms with running water & A/C**

**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 industry competing sponsors accepted at this level
- 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
- (12) VIP passes including (2) drink tickets each, plus complimentary food.
- (12) KidZone wristbands including access to all bounce houses, water slides, etc.
- VIP Parking Passes for (4) 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
- (6) VIP passes including (2) drink tickets each, plus complimentary food.
- (6) 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



## **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
- (4) VIP passes including (2) drink tickets each, plus complimentary food.
- (4) 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





## **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
- (2) VIP passes including (2) drink tickets each, plus complimentary food.
- (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

## **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:
  - One item in the VIP Swag Bag (supplied by sponsor)
  - Minimum 1/8th screen logo displayed on video screen on repeating loop with other Independence Sponsors



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