



2018

*Round Rock
Sertoma
July 4th Parade*

SPONSORSHIP OPPORTUNITIES

FOR MORE INFORMATION CONTACT 512-218-5540

EVENT FACTS

The Round Rock Sertoma July 4th parade has become a signature event in Round Rock.

With 20,000 spectators made up of residents and visitors from Austin, Georgetown and beyond; the event boasts of hometown goodness.

Sponsorship deadline: May 25 for Red & White. May 15 for Blue.



DATE: WEDNESDAY, JULY 4, 2018

SCHEDULE

- 8:00 a.m. Parade staging begins
- 10:00 a.m. Parade begins
- 11:30 a.m. Parade ends (approximate time)

Location: Mays Street, between Mays Crossing and Highway 79

Distance: 1.2 miles (approximately)

Times subject to change.



ATTENDANCE

20,000

RED LEVEL

\$250 - ONLY 5 AVAILABLE

- Access to set up a 10x10 promotional booth during the parade - sponsor brings own tent, tables and chairs
- Company logo with link to sponsor website on Round Rock Sertoma July 4th Parade webpage: www.roundrocktexas.gov/parade

WHITE LEVEL

\$500

RED LEVEL PLUS:

- Public address emcee mentions during the parade
- Sponsor featured in July 4th Parade social media campaign (30K reach)
- Logo placement on Mobile Events Unit screens on rotation throughout the parade near the main commentator section



BLUE LEVEL

\$1,000

RED & WHITE LEVEL PLUS:

- VIP seating at parade
- Logo on "Presented By" banner carried in the parade
- Logo featured in parade promotion email newsletter (46K reach)
- Logo featured on promotional print materials
- Logo featured in video promotion for media use
- Logo featured on the official parade t-shirt distributed to spectators
- Official parade trailer provided for company float & preferred placement and/or balloon sponsor banner (options below)





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THANK YOU

FOR YOUR SUPPORT

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