

SERTOMA

Round Rock

ROUND ROCK TEXAS  
PARKS AND RECREATION

2019

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.



Round Rock  
Sertoma  
July 4th Parade

**DATE: THURSDAY, JULY 4, 2019**

## SCHEDULE

- 6:00 a.m. Parade staging begins
- 9:00 a.m. Parade begins
- 11:00 a.m. Parade ends (approximate time)

Location: Mays Street  
Distance: 1.2 miles (approximately)

All Sponsorship payments must be made by Wednesday, June 14, 2019.

## 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](http://www.roundrocktexas.gov/parade)

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# WHITE LEVEL

**\$500**

**RED LEVEL PLUS:**

- Public address emcee mentions during the parade
- Sponsor featured in July 4th Parade social media campaign (40K reach)
- Logo placement on Mobile Events Unit screens on rotation throughout the parade near the main commentator section

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# BLUE LEVEL

\$1,000

## RED & WHITE LEVEL PLUS:

- VIP seating at parade & logo on 3 Jumbo LED screens
- Logo on "Presented By" banner carried in the parade
- Logo featured in parade promotion email newsletter (53K 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
- Preferred placement in the parade and choice of sponsorship of one balloon (see options below).





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THANK YOU  
FOR YOUR SUPPORT

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TEXAS  
133-6407