



[roundrocktexas.gov/july4](http://roundrocktexas.gov/july4)

# 2023

Round Rock  
Sertoma  
July 4th Parade

Event date: Tuesday, July 4th

# SPONSORSHIP OPPORTUNITIES

TO APPLY, CONTACT

[tworlock@roundrocktexas.gov](mailto:tworlock@roundrocktexas.gov) OR [mbowman@roundrocktexas.gov](mailto:mbowman@roundrocktexas.gov)



# EVENT FACTS

The Round Rock Sertoma July 4th parade has become a signature event in Round Rock, boasting over 40,000 anticipated spectators from Austin, Georgetown, and beyond.



Round Rock  
Sertoma  
July 4th Parade

**DATE: Tuesday, JULY 4, 2023**

## SCHEDULE

- 6:30 a.m. Parade staging begins
- 8:30 a.m. Parade begins
- 10:30 a.m. Parade ends (approximate time)

Location: Mays Street  
Distance: 1.2 miles (approximately)

All Sponsorship payments must be made by Monday, June 26, 2023.

## ATTENDANCE

# 40,000

# RED LEVEL

**\$250 - ONLY 5 AVAILABLE**

- 10x10 promotional booth at the parade. Sponsor provides a 10x10 canopy, table & 2 chairs
- Company logo with link to sponsor website on Round Rock Sertoma July 4th Parade webpage: [www.roundrocktexas.gov/july4](http://www.roundrocktexas.gov/july4)

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# WHITE LEVEL

**\$500**

**RED LEVEL PLUS:**

- Public address emcee mentions during the parade & 10x10 booth
- Sponsor featured in July 4th Parade social media campaign (53K 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 3 Jumbo LED screens
- Logo on "Presented By" banner carried in the parade proceeding balloon of choice
- Logo featured in parade promotion email newsletter (53K reach)
- Logo featured on promotional print materials
- Logo featured in video promotion for media use
- Choice of sponsorship of one balloon (see options below cold air & helium)





To Apply, Contact:  
[tworlock@roundrocktexas.gov](mailto:tworlock@roundrocktexas.gov)  
or  
[mbowman@roundrocktexas.gov](mailto:mbowman@roundrocktexas.gov)



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*Round Rock  
Sertoma  
July 4th Parade*

# THANK YOU FOR YOUR SUPPORT

FOR MORE INFORMATION CONTACT 512-218-5540

★ TEXAS  
133-6407