

ROUND ROCK SERTOMA JULY 4TH PARADE

SPONSORSHIP OPPORTUNITIES

YEAR 2024



MAYS STREET



PARADE DETAILS:

THURSDAY, JULY 4TH, 2024

PARADE: 8:30-10:30AM

DOWNTOWN ROUND ROCK

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

To Apply, Contact: MBowman@roundrocktexas.gov



RED LEVEL:

\$450

- Reserved area to set up a 10x10 promotional booth at the parade main stage area.
 - Sponsor must provide their own canopy, table, chairs, and any other booth materials.
 - Booth area is at the parade only.
- Company logo featured, and linked to company website, on Round Rock Sertoma July 4th Parade webpage.



WHITE LEVEL:

\$700 - Includes **Red Level** Plus:

- Emcee shoutouts from the main stage area throughout the parade.
- Company tagged in the caption of July 4th promotional social media posts on PARD social channels.
- Company logo featured on jumbo LED event screens on rotation throughout the parade.



BLUE LEVEL:

\$1,300 - Includes **Red & White Levels** Plus:

- Company logo featured in July 4th promotional email newsletter.
- Company logo featured on July 4th event flyer.
- Company shoutout in PARDcast Podcast, available on Amazon, Spotify, iHeart Radio, Apple Podcasts, and Google Podcasts.
- Company logo featured on jumbo LED event screens on rotation throughout the Frontier Days Festival at Old Settlers Park.
- Reserved VIP seating at the parade main stage area.
- Company logo featured on 'Presented By' banner carried in the parade proceeding sponsored inflatable of choice.
- Choice of sponsored parade inflatable (list of inflatable options coming soon).



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