

City of Woodstock

July 4th Spectacular & Christmas Jubilee

2022 Sponsorship Package

This 2022 Special Event Package includes two of North Georgia's best holiday events!

Event

July 4th Spectacular Parade

July 4th Spectacular Festival

July 4th Fireworks

Christmas Jubilee Parade of Lights

Christmas Jubilee Festival

Brand Visibility / Estimated Attendance

8,000+ Along Parade Route

4,000+

25,000+

10,000+ Along Parade Route

3,500+



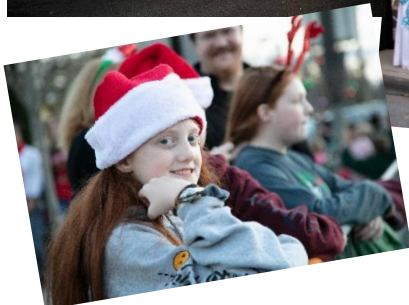
PRESENTING SPONSOR \$ 10,000

There is only one Presenting Sponsorship opportunity. The Presenting Sponsor's name is incorporated into the name of the event itself constituting the greatest level of community exposure for this sponsor. For example, if Company XYZ is a Presenting Sponsor of the Woodstock July 4th Spectacular, all promotional materials would read "Woodstock July 4th Spectacular Presented by Company XYZ". The Presenting Sponsor receives the highest level of promotional and marketing exposure, including:



BENEFITS:

- ★ Live on-stage *and* grandstand recognition during events indicating your commitment as a Presenting Sponsor.
- ★ Year-round event marketing (featuring your company as a Presenting Sponsor) will be positioned on the City of Woodstock Parks and Recreation Department website, event email marketing, and social media.
- ★ Receive extra mentions in announcements and in print advertising.
- ★ Opportunity for on stage promotions such as raffles, drawings, etc.
- ★ Prime company tent space at both events for your company's promotional usage.
- ★ Prominent Event Venue Signage (4) - featuring your company name and logo and (2) gazebo signs which read "Woodstock XYZ Event Presented by the City of Woodstock and Company XYZ"
- ★ Parade Float Judging Opportunities
- ★ A dedicated press release announcing your Presenting Sponsorship.
- ★ Premium parade line up placement at both parades.



DIAMOND PARTNER \$ 5,000

BENEFITS:

- ★ Event Venue Signage (3) - featuring your company name and logo.
- ★ Company tent space at both festivals for your company's promotional usage.
- ★ Live on-stage recognition during events indicating your commitment as a Diamond Sponsor.
- ★ Year-round event marketing (featuring your company as a Diamond Partner) will be positioned on the Woodstock Parks and Recreation Department website, event e-mail marketing, and social media.
- ★ Receive mentions in announcements and in print advertising.
- ★ Opportunity for on stage promotions such as raffles, drawings, etc.
- ★ Premium parade line up placement at both parades.



SAPPHIRE PARTNER \$ 3,500

BENEFITS:

- ★ Event Venue Signage (2) - featuring your company name and logo.
- ★ Company tent space at both festivals for your company's promotional usage.
- ★ Live stage recognition during events indicating your commitment as a Sapphire Sponsor.
- ★ Year-round event marketing (featuring your company as a Sapphire Partner) will be positioned on the Woodstock Parks and Recreation Department website.
- ★ Premium parade line up placement at both parades.

RUBY PARTNER \$ 1,000

BENEFITS:

- ★ Event Venue Signage (1) - featuring your company name and logo.
- ★ Year-round event marketing (featuring your company as a Ruby Partner) will be positioned on the Woodstock Parks and Recreation Department website.
- ★ Company tent space at both festivals for your company's promotional usage.

