



48th ANNUAL 4TH OF JULY PARADE SPONSORSHIP OPPORTUNITIES



Thursday, July 4th, 2024 • 9:00 a.m.

The Woodlands Town Center



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EVENT

Step into the spotlight and become part of the beloved 48th Annual South County 4th of July Parade tradition. The parade is produced by the South County Fourth of July Committee and dates to the 1970's when it was originally organized by The Woodlands Lions Club. The committee is a volunteer-based organization whose mission is to encourage, support and celebrate our Nation's birthday through the largest parade between Dallas and Houston.

The parade proudly supports our Troops and Veterans through Military Service Branches.

Your sponsorship will not only ignite the spirit of community, but also embed your name in the hearts of our patriotic community. The parade steps off at 9:00 a.m. on July 4th and family members of all ages will enjoy fire engines, floats, marching bands, horses and much more. The parade route is approximately 1.3 miles long and meanders through the Town Center area, through Market Street, beginning and ending at The Woodlands Methodist Church. There are always several must-see commercial floats featured in the parade. Parade entry judges and Master of Ceremonies are located on the parade route just above the North Commons in Market Street with ten award categories, along with three additional locations on the parade route. This year's parade theme is ***"Saluting the Past, Celebrating the Future!"***

Bandtastic! What's a parade without marching bands? Last year four bands marched in the parade!! To give back and encourage band participation, the South County 4th of July Committee hosts an annual *Marching Band Scholarship Program*. The Committee has donated over \$88,000 in high school band scholarships.

EXPECTED EXPOSURE

25,000 spectators, 100+ parade entries, 2,000 participants, 200+ volunteers, 40+ dignitaries and 200,000 social media impressions

THE WOODLANDS AREA DEMOGRAPHICS *Source: The Woodlands Area EDP

Population: 278,067 (persons per household 2.76)

Home Ownership: Median Home Value: \$365,621, Home Ownership Rate: 65.5%

Age & Income: Median age is 39.6; Average household income is \$165,022

PUBLICITY

There are many social media outlets to which information is disseminated, including Facebook, Instagram, Twitter, Woodlands Online and Hello Woodlands. The parade information is also included with The Woodlands Community Magazine that is distributed to over 35,000 households, and with the Red, Hot & Blue Festival and the Star-Spangled Salute marketing efforts. Additional publicity is available through the South County 4th of July Parade website at 4thofJulyParade.org.

Become a Fan of the Parade to support the celebration of July 4th and don't forget to follow us on Facebook: [/4thofJulyParadeTX](https://www.facebook.com/4thofJulyParadeTX) | Instagram: [@4thofJulyParade](https://www.instagram.com/@4thofJulyParade) | Twitter: [@4thofJulyParade](https://www.twitter.com/@4thofJulyParade)

The 4th of July Parade relies upon the support of patriotic companies, organizations and individuals. Our sponsor packages are designed to offer parade supporters a wide range of visibility in return for their invaluable support.

PARADE AND PROMOTIONAL VISIBILITY & BENEFITS

PRESENTING SPONSOR - \$12,500 (Only 1 Available)

- Your organization will be recognized as the “Presenting Sponsor of the South County 4th of July Parade” in all media, website, press releases and advertising.
- Logo with link on website in prime location.
- Logo on the Official T-Shirt.
- Logo on the Official Lead Parade Banner.
- Parade Entry Fee Waived.
- One Advertising Tent provided in the Central Park area of Market Street for your organization to distribute promotional materials.
- One Reserved Spectator Viewing Tent in Market Street for prime viewing of the parade. Seating for up to 12 of your organization’s guests, volunteers, family and friends.
- 6 VIP tickets to the Pre-Parade Dignitary Breakfast with the Grand Marshal, Elected Officials, Parade Judges and Celebrities.
- Your organization’s name will be featured with the Parade article in the July issue of The Woodlands Community Magazine as the Presenting Sponsor of the 4th of July parade (with a sponsorship commitment by May 1, 2024). The magazine is distributed to over 40,000 households.
- Your organization’s entry float will be entitled to lead off the parade after the Fire Trucks, Grand Marshal, Color Guard and Dignitaries.
- MC’s will announce your organization throughout the parade and along the route.
- One person from your organization will be honored as a Community Celebrity Parade Judge.
- Your organization will be allowed to begin distributing marketing materials and promotional giveaways to the spectators along the parade route 30 minutes before the parade step-off at 9:00 a.m. Distribution must end by 9:00 a.m.

STATUTE OF LIBERTY UNDERWRITER - \$7,500 value (Only 1 available) **SOLD**

- Your organization will be recognized as the “Statute of Liberty Underwriter” of the South County 4th of July Parade in all media, website, press releases and advertising.
- Logo with link on website in prime location.
- Logo on the Official T-Shirt if sponsorship is confirmed by May 13, 2024.
- Parade Entry Fee Waived.
- One Reserved Spectator Viewing Tent in Market Street for prime viewing of the parade. Seating for up to 12 of designated for your organization’s guests, volunteers, family and friends.
- 4 VIP tickets to the Pre-Parade Dignitary Breakfast with the Grand Marshal, Elected Officials, Parade Judges and Celebrities.
- Your organization’s name will be announced at the 4th of July Parade as the Statue of Liberty sponsor.
- Your organization name will be included as the Statue of Liberty sponsor in social media posts and all advertisements.
- One person from your organization will be honored as a Community Celebrity Parade Judge.

FOUNDING FATHERS SPONSOR - \$5,000

- Your organization will be recognized as the “Founding Fathers” sponsor of the South County 4th of July Parade in all media, website, press releases and advertising.
- Logo with link on website in prime location.
- Logo on the Official T-Shirt if sponsorship is confirmed by May 13, 2024.
- Parade Entry Fee Waived.
- One Reserved Spectator Viewing Tent in Market Street for prime viewing of the parade. Seating for up to 12 of designated for your organization’s guests, volunteers, family and friends.
- 4 VIP tickets to the Pre-Parade Dignitary Breakfast with the Grand Marshal, Elected Officials, Parade Judges and Celebrities
- Your organization’s name will be announced during the 4th of July Parade as the Founding Fathers sponsor.
- One person from your organization will be honored as a Community Celebrity Parade Judge.

DRUM MAJOR SPONSOR – \$2,500 (5 available)

- A parade is not a parade without marching bands and you can sponsor a High School Band! It is extremely difficult to secure High School bands in the summer to participate in the parade, but with your support up to five (5) scholarships will be awarded to the high school marching bands who perform in the Parade!
- Your organization will be recognized as the “Drum Major” sponsor of the South County 4th of July Parade in all media, website, press releases and advertising.
- Logo with link on website in prime location.
- Logo on the Official T-Shirt if sponsorship is confirmed by May 13, 2024.
- Parade Entry Fee Waived.
- 3 VIP tickets to the Pre-Parade Dignitary Breakfast with the Grand Marshal, Elected Officials, Parade Judges and Celebrities
- Your organization name will be included as the “Drum Major” Scholarship Sponsor in social media posts and all advertisements.

PARADE ENTRY AWARDS SPONSOR – \$1,000

- Sponsor the Parade Entry Awards! There will be nine (9) awards presented to the top entries in the parade as determined by the panel of Community Celebrity Parade Judges and one (1) award, the “President’s Choice Award”, determined by the President of the 4th of July Committee.
- Your organization will be recognized at the Parade Entry Awards Presentation during the Red, Hot and Blue Festival and a representative of your organization is welcome to participate.
- Logo with link on website in prime location.
- Logo on the Official T-Shirt if sponsorship is confirmed by May 13, 2024.
- Parade Entry Fee Waived.
- 3 VIP tickets to the Pre-Parade Dignitary Breakfast with the Grand Marshal, Elected Officials, Parade Judges and Celebrities
- Your organization name will be included as the” Parade Entry Awards” sponsor in social media posts and all advertisements.

STARS AND STRIPES SPONSOR - \$750

- Star and Stripes for Everyone! Your support will help to provide small hand-held American Flags to that will be distributed to the parade spectators.
- Logo with link on website in prime location.
- Logo on the Official T-Shirt if sponsorship is confirmed by May 13, 2024.
- Parade Entry Fee Waived.

- 2 VIP tickets to the Pre-Parade Dignitary Breakfast with the Grand Marshal, Elected Officials, Parade Judges and Celebrities
- Your organization name will be included as the “Stars & Stripes ” sponsor in social media posts and all advertisements.

RED, WHITE & BLUE SPONSOR - \$300

- Logo with link on website.
- Recognized as a Red, White & Blue sponsor in social media posts and all advertisements.

IN-KIND PATRIOT SPONSOR – UNDERWRITER

- Underwriters may offer to provide services, equipment or items in support of the parade. Specifics and sponsor level to be discussed with the sponsorship team

Customized Sponsorships Available!

This information reflects the many options available to your company. If you have an idea for a customized sponsorship, our team is ready to work with you to make it happen.



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**4TH OF JULY PARADE
SPONSORSHIP AGREEMENT**
Thursday, July 4, 2024 • 9:00 a.m.
The Woodlands Town Center

LEVEL OF SPONSORSHIP (please check appropriate line)

_____ Presenting: \$12,500
(sold) _____ Statue of Liberty: \$7,500
_____ Founding Fathers: \$5,000
_____ Drum Major: \$2,500
_____ Parade Entry Awards: \$1,000
_____ Stars and Stripes: \$750
_____ Red, White & Blue: \$300
_____ In-Kind Patriot Sponsor - Underwriter
_____ Custom Amount

Other items mutually agreed upon. _____

SPONSOR

Name _____ Title _____
Company _____ Phone _____
E-mail address _____
Address _____
City _____ State _____ Zip _____
Sponsor's signature _____ Date _____

SOUTH COUNTY FOURTH OF JULY COMMITTEE

Accepted by _____ Date _____
Printed name and title _____

Please make checks payable to South County Fourth of July Committee. If the Parade is cancelled due to weather or another act of God or 'force majeure' it will not be rescheduled and fees cannot be refunded.

Please submit your Sponsorship on-line at www.4thofjulyparade.org

or

Mail or email this document to:

South County Fourth of July Committee
330 Rayford Road, Suite 203, Spring, TX 77386
E-mail: scounty4thofjulyparade@outlook.com