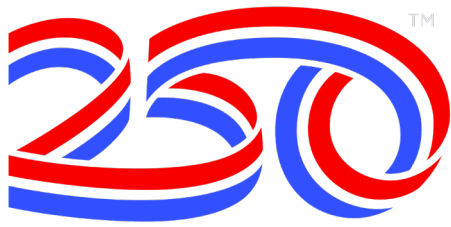


AMERICA



50th ANNUAL SOUTH COUNTY 4TH OF JULY PARADE SPONSORSHIP OPPORTUNITIES





**50th ANNUAL SOUTH COUNTY
4TH OF JULY PARADE
SPONSORSHIP OPPORTUNITIES**
Saturday, July 4, 2026 – 9:00 a.m.
The Woodlands Town Center

EVENT

Step into the spotlight and become part of the beloved **Annual South County 4th of July Parade** tradition. As we **honor the 250th anniversary of the United States** and mark our own **50-year milestone**, your support will help ignite patriotic pride and community spirit. Founded in the 1970s by The Woodlands Lions Club, the parade has grown into a beloved celebration of **freedom, family, and service**. We proudly **recognize our Troops and Veterans** through Military Service Branch tributes and community engagement. 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.

Sponsorship places your name at the **heart of this historic moment**- connecting you with thousands of attendees and generations of parade-goers. Pre-parade entertainment begins at 8:00 a.m., with the parade stepping off at 9:00 a.m. Families will enjoy **floats, fire engines, marching bands, military units, horses**, and more along the 1.3-mile route through **Town Center and Market Street**.

With this year's theme, **"America250!"**, we invite you to help shape a celebration that honors the past and inspires the future. Join us in making this milestone unforgettable.

Bandtastic! What's a parade without marching bands? Last year **six high school 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 \$110,000 to high school band scholarships.

EXPECTED EXPOSURE

40,000 spectators, 150+ parade entries, 3,000 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 37.6; 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 40,000 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 on **4th of JulyParade.org**.

Become a Fan of the Parade to support the celebration of July 4th and don't forget to follow us on
Facebook: /4thofJulyParadeTX | Instagram: @4thofJulyParade | Twitter: @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 (One Sponsorship Available)

- Your organization will be recognized as the “Presenting Sponsor of the South County 4th of July Parade” in all media, website, streaming, press releases and advertising.
- Logo with link on website in prime location.
- Logo on the Official T-Shirt in Top Placement.
- Logo on the Official Lead Parade Banner.
- Parade Entry Fee Waived.
- One Reserved Spectator Viewing Tent in Market Street for a 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 May/June issue of *The Woodlands Community Magazine* as the Presenting Sponsor (with a sponsorship commitment by March 1, 2026). 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.
- Recognized as the “Presenting Sponsor” during the parade, in social media posts and all advertisements.
- One person from your organization can serve as a Community Celebrity Parade Judge.

BALD EAGLE - \$10,000 (Two Sponsorships Available)

- Your organization will be recognized as the “Bald Eagle” sponsor of the 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 April 1, 2026.
- Parade Entry Fee Waived.
- One Reserved Spectator Viewing Tent in Market Street for a prime viewing of the parade - seating for up to 12 of 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.
- Recognized as the “Bald Eagle” sponsor during the parade, in social media posts and all advertisements.
- One person from your organization can serve as a Community Celebrity Parade Judge.

STATUTE OF LIBERTY UNDERWRITER - \$7,500 value (One Sponsorship 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 April 1, 2026.
- Parade Entry Fee Waived.
- One Reserved Spectator Viewing Tent in Market Street for a prime viewing of the parade - seating for up to 12 of 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.
- Recognized as the “Statue of Liberty” sponsor during the parade, in social media posts and all advertisements.
- One person from your organization can serve 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 April 1, 2026.
- Parade Entry Fee Waived.
- One Reserved Spectator Viewing Tent in Market Street for a prime viewing of the parade - seating for up to 12 of your organization’s guests, volunteers, family and friends.
- 3 VIP tickets to the Pre-Parade Dignitary Breakfast with the Grand Marshal, Elected Officials, Parade Judges and Celebrities
- Recognized as the “Founding Fathers” Sponsor during the parade, in social media posts and all advertisements.
- One person from your organization can serve as a Community Celebrity Parade Judge.

DRUM MAJOR SPONSOR – \$2,500 (Seven Sponsorships 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 seven (7) 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 April 1, 2026.
- Parade Entry Fee Waived.
- 3 VIP tickets to the Pre-Parade Dignitary Breakfast with the Grand Marshal, Elected Officials, Parade Judges and Celebrities
- Recognized as a “Drum Major” Scholarship Sponsor during the parade, 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 April 1, 2026.
- Parade Entry Fee Waived.
- 3 VIP tickets to the Pre-Parade Dignitary Breakfast with the Grand Marshal, Elected Officials, Parade Judges and Celebrities
- Recognized as a “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 provide small hand-held American Flags to be distributed to parade spectators.
- Logo with link on website.
- Logo on the Official T-Shirt if sponsorship is confirmed by April 1, 2026.
- Parade Entry Fee Waived
- 2 VIP Tickets to the Pre-Parade Dignitary Breakfast with the Grand Marshal, Elected Officials, Parade Judges and Celebrities
- Recognized as a “Stars & Stripes” sponsor in social media posts.

RED, WHITE & BLUE SPONSOR - \$500

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

America250 SPONSOR - \$250 (Reserved for individuals, families, non-profit organizations – not businesses)

- Logo with link on website.
- Recognized as an “America250” sponsor in social media posts.

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!





50th Annual South County 4th of July Parade
July 4, 2026 9:00 a.m.
Sponsorship Agreement

LEVEL OF SPONSORSHIP *(please check appropriate line)*

_____ Presenting: \$12,500
_____ Bald Eagle: \$10,000
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: \$500
_____ America250: \$250*
_____ In-Kind Patriot Sponsor - Underwriter

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, INC.

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.

You may also 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