

CITY OF FAIRFAX INDEPENDENCE DAY CELEBRATION 2004 SPONSORSHIP OPPORTUNITIES



AS BENEFACTOR YOU WILL RECEIVE

- Sponsor logo on two street banners for 10 days prior to the festivities (banner viewed by over 65,000 per day)
- Banner space on the main entertainment stage for the entire evening concert and fireworks display (approximate size 3 X 20).
- Sponsor ID in all printed ads and press releases that appear in regional newspapers in the Washington DC Metropolitan area.
- Introduction and recognition by Emcee at evening concert.
- Company vehicle and/or mascot in the City of Fairfax Independence Day Celebration parade with exposure of over 35,000.
- One full page ad in the official Independence Day Celebration parade program.
- Ability to have information/product booth along the parade route and Fireworks Celebration/Concert.
- Named as sponsor in a minimum of 100 plus thirty-second Independence Day Celebration promotional spots on Cox Communications Cable Channels.
- Logo on a minimum of 30,000 flyers, which will be distributed to high traffic areas in the City/County and on City Cue buses.
- Sponsor ID on 5 highly visible ads on back of CUE buses (public transportation buses that constantly travel through the City).
- Sponsor ID on City of Fairfax web site.
- Banner space for two 3X 20 banners on concert fencing of evening show.
- Sponsor banner on Parade Dignitary Stage exclusively for VIPs and elected officials (Includes invitation for 4 on stage).

Sponsor Investment: \$10,000

AS PRINCIPLE SPONSOR YOU WILL RECEIVE

- Sponsor ID in all printed ads and press releases that appear in regional newspapers in the Washington DC Metropolitan area.
- Introduction and recognition by Emcee at evening concert.
- Company vehicle and/or mascot in the City of Fairfax Independence Day Celebration parade with exposure of over 35,000.
- One half page ad in the official Independence Day Celebration parade program.
- Ability to have information/product booth along the parade route and Fireworks Celebration/Concert.
- Logo on a minimum of 30,000 flyers, which will be distributed to high traffic areas in the City/County and on City Cue buses.
- Sponsor ID on 5 highly visible ads on back of CUE buses (public transportation buses that constantly travel through the City).
- Sponsor ID on City of Fairfax web site.
- Banner space for two 3X 20 banners on concert fencing of evening show.

Sponsor Investment: \$5,000

AS ASSOCIATE SPONSOR YOU WILL RECEIVE

- Introduction and recognition by Emcee at evening concert.
- Company vehicle and/or mascot in the City of Fairfax Independence Day Celebration parade with exposure of over 35,000.
- One half page ad in the official Independence Day Celebration parade program.
- Ability to have information/product booth along the parade route and Fireworks Celebration/Concert.
- Banner space for one 3X20 banner on concert fencing of evening show.
- Sponsor ID on 5 ads on back of CUE buses (public transportation buses that travel through the City).
- Sponsor ID on City of Fairfax web site.

Sponsor Investment: \$3,000

Single Sponsorships

Children's Activities Sponsor (Provides children's games and activities at evening show)	\$2,500
<ul style="list-style-type: none">• Sponsor receives banner space on children's activity tent and 3x20 space on concert fencing.• Ability to have information/product booth at Fireworks Celebration/Concert.• Introduction and recognition by Emcee at evening concert.• Company vehicle and/or mascot in the City of Fairfax Independence Day Celebration parade with exposure of over 35,000.	
Dignitary Luncheon Sponsor	\$2,000
<ul style="list-style-type: none">• Banner provided and product promotion at luncheon held for VIP's and elected officials.• One half page ad in the official Independence Day Celebration parade program.	
Palm Card Sponsor	\$1,000
<ul style="list-style-type: none">• Sponsor receives ad space on reverse side of Independence Day Celebration palm card advertisement (8 ½" x 3 ½"). 10,000 printed and distributed to high traffic areas in the City/County.	
Parade Band Sponsor	\$500 - 3,500
<ul style="list-style-type: none">• Banner provided to display at the front of sponsored band.	
Program Ad	\$275 - 1,000
<ul style="list-style-type: none">• 10,000 distributed at parade.	

Contact:

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