



CITY OF SUGAR LAND'S 27TH ANNUAL RED WHITE & BLUEFEST



Sponsorship
Opportunities

2012

Red White & Bluefest

SPONSORSHIP OPPORTUNITIES

Sugar Land's Annual Red White and Bluefest regularly attracts a crowd of more than 30,000, easily making it Fort Bend County's largest July Fourth celebration.

This year's event at Oyster Creek Park from 5-10 p.m. marks the 27th anniversary of free family-friendly entertainment, including live bands, magic shows for children, cultural performances, water activities, roaming patriotic entertainers and more.



Be a part of this amazing celebration and support the Sugar Land community through sponsorship opportunities that provide a unique way for businesses to increase their visibility and partner with a one-of-a-kind signature event.

Read on to learn more and be sure to return the commitment form at the end of this document as early as possible to secure a spot in one of the community's most anticipated events. Customized sponsorship offerings are available.

Feel free to contact Event Production Manager Teresa Preza at (281) 275-2881 or e-mail tpreza@sugarlandtx.gov.

PRESENTING FIREWORKS SPONSOR - \$20,000

Every time Red White & Bluefest 2010 is promoted, your company would also be recognized as the Presenting Fireworks Sponsor alongside the City of Sugar Land. This opportunity provides the greatest publicity coverage and the only opportunity for you company to be recognized during the highest attended segment-fireworks display.



Benefits:

- ✿ Exclusivity from industry competitors
- ✿ Company recognition during the opening segment of the fireworks display as: “The City of Sugar Land and YOUR COMPANY NAME proudly present the 27th Annual Red White and Bluefest Fireworks Show.”
- ✿ Sponsorship acknowledgement as the **elite** Presenting Fireworks Sponsor in all event media and promotional activities, to include:
 - Press release announcing your company as the Presenting Fireworks Sponsor
 - Event press releases distributed to media contacts throughout Sugar Land, Houston
 - Event promotion in the City’s official newsletter “Sugar Land Today” (Distribution of 30,000) and the Senior Center’s official newsletter “Sweet Notes”
 - News stories and event promotion on Sugar Land TV (Comcast Channel 16)
 - Event listings in community print media and posted on on-line event calendars
 - Dedicated event web page on the City’s website
 - Press release posted on the City’s news web page
 - Event details posted on the City’s intranet web site, SLIC
 - E-blasts and evites to City’s e-newsletter subscribers (Distribution of 2,250)
- ✿ Logo placement and sponsorship acknowledgement on all event promotional materials to include:
 - Posters placed on City Park notice boards, the Town Square Information Kiosk and other selected venues
 - Print advertisements in Houston Chronicle and local newspapers
 - VIP event invites sent to Senators, Congressmen and City and Business dignitaries
- ✿ Company logo on all commemorative photographs
- ✿ Company name and logo on all event signage
- ✿ Recognition as the Presenting Sponsor during the Mayor’s speech and patriotic ceremony
- ✿ Recognition as the Presenting Sponsor every half hour throughout the event
- ✿ Sixteen (16) VIP Hospitality Area passes
- ✿ Eight (8) VIP Parking passes

MAIN STAGE SPONSOR - \$15,000

Exhilarating live entertainment from some of the region's hottest entertainers will fill the professionally produced stage. As the main stage sponsors, your company will be recognized for bringing our evening's entertainment to town.

Benefits:

- ✿ Sponsorship acknowledgement as a Main Stage Sponsor in event media and promotional activities, to include:
 - Event press releases distributed to media contacts throughout Sugar Land, Houston and the region
 - Event promotion in the City's official newsletter "Sugar Land Today" (Distribution of 30,000)
 - News stories and event promotion on Sugar Land TV (Comcast Channel 16)
 - Dedicated event web page on the City's website
 - Press release posted on the City's news web page
 - Event details posted on the City's intranet web site, SLIC
 - E-blasts to City's e-newsletter subscribers (Distribution of 2,250)

- ✿ Logo placement and sponsorship acknowledgement on event promotional materials, to include:
 - Posters placed on City Park notice boards and Sugar Land Town Square Information Kiosk
 - Print advertisements in Houston Chronicle and local newspapers

- ✿ Company name and logo on all program and performer event signage, including the VIP area



- ✿ Recognition as the Main Stage Sponsor during the Mayor's speech and patriotic ceremony
- ✿ Recognition as the Main Stage Sponsor every half hour throughout the event
- ✿ Ten (10) VIP Hospitality Area passes
- ✿ Five (5) VIP Parking passes

CHILDREN'S STAGE SPONSOR - \$10,000

Thrilling magic shows, hysterical clown performances, and electrifying cultural dances will fill the Children's stage where hundreds of families locate their picnic blankets and lawn chairs to enjoy the festivities.

Benefits:

- ☀ Sponsorship acknowledgement as the Children's Stage Sponsor in event media and promotional activities, to include:
 - Event press releases distributed to media contacts throughout Sugar Land, Houston and the region
 - Event promotion in the City's official newsletter "Sugar Land Today" (Distribution of 30,000)
 - News stories and event promotion on Sugar Land TV (Comcast Channel 16)
 - Dedicated event web page on the City's website
 - Press release posted on the City's news web page
 - E-blasts to City's e-newsletter subscribers (Distribution of 2,250)
- ☀ Logo placement and sponsorship acknowledgement on event promotional materials, to include:
 - Posters placed on City Park notice boards and Sugar Land Town Square Information Kiosk
 - Print advertisements in Houston Chronicle and local newspapers



- ☀ Company name and logo on all Children's programs and Children's performer event signage
- ☀ Four (4) VIP Hospitality Area passes
- ☀ Two (2) VIP Parking passes
- ☀ Recognition as the Children's Stage Sponsor during Mayor's Speech
- ☀ Recognition as the Children's Stage Sponsor prior to each children's performance

SERVICE SPONSOR - \$5,000 per service sponsored

Services provided to event attendees add to people's overall enjoyment of the event, keeping them stress free, comfortable and safe. As a Service Sponsor your company would be recognized for your care for people's comfort and safety.

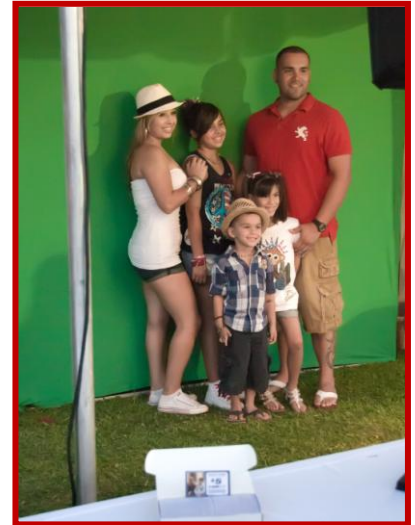
Options available for each \$5,000 contribution include:

- **Shuttle Service**

Shuttles will run throughout the event, allowing people the convenience of attending the event free from traffic and parking hassles

- **Red White and Bluefest Commemorative Photos**

Event participants will be able to take Home a free commemorative photo reminding them of the great time they had at Red White and Bluefest.



- **Kids Foam Area**

What better way to beat that summer heat than by diving into a giant foam area where hundreds of families will have an opportunity to lather up and play!



Benefits:

- ✿ Sponsorship acknowledgement as a Service Sponsor in event media and promotional activities, to include:
 - ✿ Dedicated event web page on the City's website
 - ✿ Press release posted on the City's news web page
- ✿ Company name and logo as follows:
 - Shuttle Service – placement on shuttle service event signage and in all shuttles
 - Kids Foam Area – placement on event signage in area
 - Commemorative photos - printed on photos taken at photo booth

RED WHITE AND BLUEFEST 2012

SPONSORSHIP APPLICATION

Due to event promotion deadlines, in order for full sponsorship benefits to be applicable, please complete this form and return as soon possible.

A Sponsorship Agreement will follow upon the City receiving this application.

Business Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Person: _____

Title: _____

Phone: _____ Cell: _____ Fax: _____

Email: _____

Please indicate the sponsorship commitment you wish to make:

Event: _____

Sponsorship Category: _____

Sponsor Amount: \$ _____

Authorized Signature: _____ Date: _____

Please return this application to:
Attention: Teresa Preza
Parks and Recreation Department
City of Sugar Land
P.O. Box 110
Sugar Land TX 77478

