



February 21, 2019

BY SPECIAL INVITATION  
BUSINESS OWNER/ORGANIZATION  
LEON VALLEY, TX 78238



To Whom It May Concern,

This is a special invitation for your business/organization to become a part of a select group of businesses sponsoring a signature Leon Valley event.

Please join us in sponsoring the Annual 4<sup>th</sup> of July Parade and Festival Spectacular. Every year the City hosts a Parade and Festivities on the 4<sup>th</sup> of July to celebrate America and our Independence. This year will pay tribute to our First Responders and Military with a theme of “America’s Heroes; Celebrating Our Country’s Millions of Heroes!”

**The 4<sup>th</sup> of July Festivities and Fireworks Spectacular will be held at 6440 Evers Road in Raymond Rimkus Park, on Thursday, July 4<sup>th</sup> from 5:00 p.m. – 10:30 p.m.** The event is FREE to the public. The event schedule begins at 9:30 a.m. with the Parade; followed by fun and festive activities at the City pools; and continuing at the Park at 5:00 p.m. with food, beverages, live entertainment and activities and ending around 10:30 p.m. after an astonishing firework display.

This year will mark our 25th year for the Leon Valley Independence Day Parade and the 6th year of the Fireworks Spectacular. We anticipate a huge turnout 20,000+! You won’t want to miss being a part of this!

By partnering with Leon Valley, we will provide you with marketing and participation opportunities based on your investment. Please review the sponsorship levels attached to this letter.

We hope to be able to call you an event partner this July 4<sup>th</sup> for what promises to be the City’s greatest 4<sup>th</sup> of July ever! WE WANT YOU! What a great way to demonstrate our patriotism, celebrate our independence, and cheer this great nation. If you have any questions or would like to know more about the event, please contact me directly at (210) 684-1391 extension 231.

Thank you for your time and consideration.

Sincerely,

Maribel Mendoza  
Special Events Coordinator  
6400 El Verde Road  
Leon Valley, TX 78238



## **4<sup>th</sup> of July Stars & Stripes Level Sponsorship \$10,000 or More!**

Sponsor Benefits for This Level:

- Logo placed on the Leon Valley 4th of July Fest website, with link
- Logo placed on all printed promotional flyers, advertisements, etc.
- Company name mention on radio spots\*
- Logo prominently displayed on all social media sites, including Facebook, Twitter, etc.
- Prime placement of company banner during the event
- Opportunity to introduce one of the programs during the event
- Opportunity for booth placement at event - 8 ft. x 8 ft., or negotiable
- VIP Parking (5 spaces)
- VIP Access at the Festival (10 People)
- Premier token of appreciation

\*Space permitting



## **4<sup>th</sup> of July Patriot Level Sponsorship \$5,000**

Sponsor Benefits for This Level:

- Logo placed on the Leon Valley 4th of July Fest website, with link
- Business listing placed on the Leon Valley 4th of July Fest web site with hyperlink to sponsor website
- Logo on all Social Media Sites & Email Marketing
- Logo placed on sponsor signage
- Placement of company banner during the event
- Premier token of appreciation
- VIP Parking (3 Spaces)
- VIP Access (6 People)

## **4<sup>th</sup> of July Roman Candle Level Sponsorship \$2,500**

Sponsor Benefits for This Level:

- Business listing placed on the Leon Valley 4th of July Fest website with hyperlink to sponsor website
- Logo placed on sponsor signage
- Logo on all Social Media Sites & Email Marketing
- Placement of company banner during the event
- VIP Parking (2 Spaces)
- VIP Access (4 People)

## **4<sup>th</sup> of July Firecracker Level Sponsorship \$1,000**

Sponsor Benefits for This Level:

- Business listing placed on the Leon Valley 4th of July Fest website
- Listing on all print opportunities
- Listing on sponsor signage
- Listing on e-marketing opportunities, including Facebook & e-blasts



## 4<sup>th</sup> of July Sparkler Level Sponsorship \$500

Sponsor Benefits for This Level:

- Business listing placed on the Leon Valley 4th of July Fest website
- Listing on e-marketing opportunities, including Facebook & e-blasts

## 4<sup>th</sup> of July Smoke Bomb Level Sponsorship \$250

Sponsor Benefits for This Level:

- Business listing placed on the Leon Valley 4th of July Fest website

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### LEON VALLEY 4TH OF JULY PARADE, FESTIVITIES & FIREWORKS SPECTACULAR

#### Sponsorship Level:

- Stars & Stripes (\$10,000 or More)
- Patriot (\$5,000)
- Roman candle (\$2,500)
- Firecracker (\$1,000)
- Sparkler (\$500)
- Smoke Bomb (\$250)



Company \_\_\_\_\_

\*Please list the name as you would like it to appear in print materials

\*Please respond ASAP to allow for promotion campaign scheduling!!

Contact Person \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Website \_\_\_\_\_

Confirm Dollar Amount Sponsored: \$ \_\_\_\_\_ Date: \_\_\_\_\_

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Printed Name**

\_\_\_\_\_  
**Title**