



March 20, 2024
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 4th of July Parade and Festival Spectacular. Every year the City hosts a Parade and Festivities on the 4th of July to celebrate America and our Independence. This year's theme will be "Heros of Independence: Honoring our Military"! We are only able to offer a FREE Live concert to the community with the assistance of sponsorships like yours.

The 4th of July Festivities and Fireworks Spectacular will be held at 6440 Evers Road in Raymond Rimkus Park, on Thursday, July 4th, 2024. The event grounds are open and FREE to the public. The event schedule begins with a Parade; followed by food trucks/vendors, music/concert, kiddie rides/activities, an astonishing firework display; followed by one last set performance to end the festivities.

This year will mark our 30th year for the Leon Valley Independence Day Parade and the 11th year of the Fireworks Spectacular.

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 4th for what promises to be the City's greatest 4th 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 228; Cell: 210-454-7698

Thank you for your time and consideration.

Sincerely,

Crystal Miranda
Community Relations Director
6400 El Verde Road
Leon Valley, TX 78238



LEON VALLEY 4TH OF JULY SPONSORSHIP LEVELS

Stars & Stripes Level Sponsorship \$15,000+

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/video 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 and Access at the Festival (5 People) (*Space permitting*)

Patriot Level Sponsorship \$10,000

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 and Access (3 People) (*Space permitting*)

Roman Candle Level Sponsorship \$7,500

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 and Access (2 People)

Firecracker Level Sponsorship \$5,000

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

Sparkler Level Sponsorship \$2,500

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

Smoke Bomb Level Sponsorship \$1,000

Sponsor Benefits for This Level:

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

Please fill in and return this page ASAP to allow for promotion campaign scheduling.

Company Name (Please list the name as you would like it to appear in print materials)

Sponsorship Level:

- Stars & Stripes (\$15,000+) Patriot (\$10,000) Roman candle (\$7,500)
 Firecracker (\$5,000) Sparkler (\$2,500) Smoke Bomb (\$1000)

Confirm Dollar Amount Sponsored

Date

Contact Person

Title

Address

City

State

Zip

Phone

Fax

Email

Website

Signature

Printed Name

For more information contact: Crystal Miranda (210) 684-1391 x228. Cell/Text: (210) 454-7698

You may also email for info: c.miranda@leonvalleytexas.gov or Mail this form to:

City of Leon Valley, ATTN: Community Relations Director. 6400 El Verde Rd., Leon Valley, Texas 78238