

# SPONSORSHIP OPPORTUNITIES

Frederick County Parks & Recreation Department (FCPRD) has many opportunities to connect with our community and promote your business.

# JULY 4TH

— CELEBRATION —



A community event at Sherando Park with an evening of live music, family-friendly lawn games plus a bounce house, food vendors, and fireworks to celebrate the 4<sup>th</sup> of July!

Sponsoring this event presents an exceptional chance to promote your business and establish meaningful connections within our community. In 2022, an estimated 8,000 people participated in the July 4<sup>th</sup> Celebration at Sherando Park.

## 2024 SPONSORSHIP OPPORTUNITIES

SPONSORSHIP LEVELS & RECOGNITION	\$250	\$500	\$1,000	\$2,500	\$7,000
	OOOH-AHHH!	American Spirit	Rocket Streamer	All American	KA-BOOM!*
Acknowledgement in all FCPRD website and social advertising	✓	✓	✓	✓	✓
Logo on Sponsor Banners throughout the park	✓	✓	✓	✓	✓
Yard sign(s) with your logo in high traffic areas	1	2	3	4	5
Number of VIP Event Parking Passes	3	5	6	8	10
Pool Passes for July 4th (pool open late)			12	16	20
Acknowledgement in all paid advertising (newspaper, print, radio, electronic)			✓	✓	✓
Access to VIP Pavilion for your company				✓	✓
Sponsor recognition on eight youth sports teams (flag football, youth volleyball and basketball)					✓
Event Naming Opportunity					✓

**\*KA-BOOM! Sponsorship is exclusive to one sponsor.**

**“Frederick County Parks & Recreation July 4<sup>th</sup> Celebration Presented by YOUR BUSINESS”**

**For more information or to secure your sponsorship, please contact:**

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SPONSORSHIP  
INFORMATION



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