

Leesburg Independence Day Celebration



Tuesday July 4th, 2023

Parade at 10am/Evening festivities begin at 6pm

Leesburg's Annual Independence Day Celebration, a family-friendly, alcohol-free event, is known as the place for families to gather and enjoy an important tradition. More than 20,000 residents from Loudoun County and surrounding areas come to enjoy the day: a hometown parade in Historic Downtown Leesburg and an evening of great music, festival food and a spectacular fireworks presentation.

MORNING

The July 4th parade kicks off at 10am from Ida Lee Park and proceeds through Historic Downtown Leesburg. Featuring approximately 100 participating groups, walking and performing, this patriotic display is not to be missed. Thousands of local residents of all ages and business owners line the streets of downtown Leesburg, donning their red, white and blue.

EVENING

The gates at Ida Lee Park open at 5:30pm, to thousands of locals for this exciting celebration. The event kicks off with a live band and plenty of festival foods. The evening's outstanding grand finale "booms" at 9:30pm as Loudoun's largest firework display lights up the sky over Ida Lee Park and all of Leesburg! This 20-minute display delights guests with a synchronized medley of patriotic songs.

Leesburg Independence Day Celebration

2023 Sponsorship Highlights

For information, please contact

Jennifer E. Goldman / 540.454.6511 / Jennifer@Resonance.us



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Patriot (Only 1) \$8,000

Invest in this top tier sponsorship and your company will enjoy:

- prominent, enlarged logo placement in event marketing campaigns before, during, and after the celebration,
- float vehicle and banner provided for your parade participation,
 - your logo exclusively on the stage banner, and
 - your logo (single color) exclusively on event T-shirts.

See the chart on the next page for a full list of sponsorship benefits

Freedom (Fireworks) (Only 1) \$5,000

Invest in this mid-level sponsorship and your company will enjoy:

- logo placement in event marketing campaigns before, during, and after the celebration,
- your logo on the Information Gazebo banner, and
- Special emcee acknowledgement throughout the evening festivities as the Fireworks Sponsor.
- Banner on town Float naming Fireworks Sponsor.

See the chart on the next page for a full list of sponsorship benefits

Liberty (12 Available) \$750

Invest in this mid-level sponsorship and your company will enjoy:

- name placement in event marketing campaigns before, during, and after the celebration,
- your company name on the Information Gazebo banner,
 - automatic parade registration, and
 - a special sponsor sign to carry in the parade.

See the chart on the next page for a full list of sponsorship benefits

Old Glory (Unlimited) \$350

Invest in this sponsorship and your company will enjoy:

- name placement in event marketing campaigns before, during, and after the festival, and
- your company's name on the Information Gazebo banner.

See the chart on the next page for a full list of sponsorship benefits.

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2023 Sponsorship Opportunities

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	Patriot \$8,000	Freedom "Fireworks" \$5,000 1 Available	Liberty \$750 12 Available	Old Glory \$350
Category Exclusivity	✓			
Logo w/Hyperlink on Event Website	✓ Enlarged	✓	Name w/Link	Name
Logo on Posters	✓	✓	Name	Name
Logo in Event Ads	✓	✓	Name	Name
Name in Press Releases	✓	✓		
Logo on Event Shirts	✓			
Logo on Performance Stage Banner	✓			
Logo on Information Gazebo Banner	✓	✓	Name	Name
Emcee Acknowledgement	✓	✓	✓	✓
Automatic Registration in Parade	✓	✓	✓	
Additional...	Float & Sponsor Banner in Parade	Banner on town Float naming Fireworks Sponsor	Sponsor Sign to Carry in Parade	





Sponsorship Commitment Form

Leesburg Independence Day Celebration

Tuesday, July 4 10am Parade/6pm Festivities

Yes, I am happy to sponsor the 2023 Independence Day Celebration as a:

Patriot Sponsor \$8,000
 Freedom Sponsor \$5,000

Liberty Sponsor \$750
 Old Glory Sponsor \$350

Name of Company (as you would like it to appear in print):

Company Web Site: _____

Main Contact: _____

Street Address: _____

City: _____

State: _____

Zip: _____

Email: _____

Phone: _____

Event Day Contact (please provide appropriate information for us to reach someone on the day of the event):

Name: _____

Cell phone: _____

Email: _____

For payment: Visa Master Card AmEx Discover

Card #: _____ Exp. Date: _____ Signature: _____

Or make check payable to: Town of Leesburg

Sponsorship Terms & Conditions

1. This Sponsorship Commitment Form must be completed, signed, submitted, and received with full payment in order to receive sponsorship benefits.
2. To be included in all marketing materials set forth in sponsorship package, logo and payment must be received by Friday, May 19, 2023.
3. Please submit your logo in a high-resolution format.
4. Sponsors with a booth space must sign & submit the attached Booth Space Rules & Regulations agreement.
5. Amplified sound is not permitted at the booth.
6. Booth spaces MUST have at least one sponsor staff member present at all times during festival hours.
7. In-kind sponsorship commitments are not permitted as replacement for the paid sponsorship levels offered.

Signature: _____

Date: _____

**Email completed forms with credit card payment to: Jenn@JenniferEGoldman.com AND LGreen@LeesburgVA.gov
OR mail completed forms with check payment to: Leesburg Independence Day Celebration
c/o Town of Leesburg Parks & Recreation, 60 Ida Lee Drive, NW, Leesburg, VA 20176 Attn: Leslie Green.**

Booth Space Rules and Regulations

The Town of Leesburg's Department of Parks and Recreation coordinates various events throughout the year. All participating sponsors that will have a booth space at an event are required to read, sign, and submit this Booth Space Rules and Regulations form.

Sponsors are ambassadors of each event and shall act accordingly. Your cooperation in helping maintain a family and community-oriented atmosphere is essential to the continued success and enjoyment of the events here in Leesburg. Customer service is of the utmost importance to the Town of Leesburg and our guests. **Poor customer service or complaints thereof will result in the review of a sponsor's ability to participate in future events. This includes how your representatives treat event staff as well as community members.**

Town of Leesburg events are rain or shine. It is strongly recommended that booth space sponsors bring a canopy/tent on the day of the event.

To ensure the safety and privacy of our event staff, volunteers, and guests, all participating booth space sponsors are required to:

- Send appropriate staff/representatives necessary to setup and tear down according to Town of Leesburg event logistics plans,
- Bring all items needed for the booth space throughout the event – nothing will be supplied by the Town of Leesburg, including manpower,
- Be polite and respectful to everyone they encounter – staff and community members,
- Have the name of their company or organization prominently displayed in their booth space,
- Stay within their booth space. Sponsors may not leave their space to approach/solicit event attendees,
- Protect the privacy of event attendees by not sharing personal/contact information gathered at the event,
- Obtain permission from any company whose name or logo is represented in your booth space.

Participating booth space sponsors may NOT:

- Use the Town of Leesburg or the event logo and/or name in any direct marketing to event attendees,
- Sublet their booth space, or a portion of their booth space, to any other company or organization,
- Utilize amplified voice/sound/music systems at their booth space.

Questions regarding participation in any Town of Leesburg event should be directed to the sponsorship coordinator: Jennifer E. Goldman at 540.454.6511 or Jenn@JenniferEGoldman.com.

This form in no way constitutes a partnership or joint venture or principal-agent relationship between the Town of Leesburg and the sponsor. By signing this form, you also agree to provide this information to the person(s) who will be manning your sponsorship booth at the event.

Please remit a completed copy of this form to Town of Leesburg Department of Parks and Recreation/Linda Fountain by email to LFountain@LeesburgVA.gov, fax to 703.737.7165 or by mail to 60 Ida Lee Drive, NW, Leesburg, VA 20176.



TOWN OF LEESBURG
IDA LEE PARK REC CENTER
60 IDA LEE DRIVE, NW
LEESBURG, VA 20176
PHONE: 703-777-1368
WWW.IDALEE.ORG

Signature

Date

Printed Name and Title

Company Name

Company Address

Phone/Email