



2024 Sponsorship Guide

Thursday, July 4th, 2024

10 AM Parade -
Downtown streets of Leesburg

6 PM Evening Festivities -
including concert and fireworks

Morning Parade - 10 AM

Through the Downtown Streets of Leesburg



Our annual Independence Day Celebration at Ida Lee Park is family-friendly, alcohol-free and draws more than 20,000 residents from Loudoun County and beyond to gather and enjoy the celebration of our country in our hometown parade and concert with fireworks display.



Evening Festivities - 6 PM

Concert ★ Fireworks at Ida Lee Park

Morning Parade - 10 AM

Through the Downtown Streets of Leesburg

Freedom \$8,000

- **Category Exclusivity**
- **Company logo included on sponsor signage in parade**
 - **Opportunity to participate in parade**
- **Company logo on sponsor banner displayed at the Gazebo during the evening festivities**
- **Company logo on stage banner displayed during the concert of the evening festivities**
 - **Company logo on event t-shirt worn by staff**
- **Company logo on marketing posters on display in area Town businesses**
- **Company mentioned as sponsor from stage during evening festivities**
 - **Company logo with hyperlink on event website**
 - **Company name listed in press release**

Fireworks \$6,000

- **Company logo included on Town Float as Fireworks Sponsor**
 - **Opportunity to participate in parade**
- **Company logo on entrance gate signage for evening festivities**
 - **Company logo on t-shirt**
- **Company logo on sponsor banner displayed at the Gazebo during the evening festivities**
- **Company mentioned as sponsor from stage during evening festivities**
- **Company logo on marketing posters on display at area Town businesses**
 - **Company logo with hyperlink on event website**
 - **Company name listed in press release**

Evening Festivities - 6 PM

Concert ★ Fireworks at Ida Lee Park

Morning Parade - 10 AM

Through the Downtown Streets of Leesburg

Stars & Stripes \$1,000

- Company logo included on selfie station signage during the evening festivities
 - Opportunity to participate in parade
- Company mentioned as sponsor from stage during evening festivities
 - Company logo on sponsor banner displayed at the Gazebo during the evening festivities
- Company logo on marketing posters on display at area Town businesses
 - Company logo with hyperlink on event website
 - Company name listed in press release

Liberty \$750

- Festive signage acknowledging company as sponsor to carry in parade
 - Opportunity to participate in parade
- Company mentioned as sponsor from stage during evening festivities
 - Company logo on sponsor banner displayed at the Gazebo during the evening festivities
- Company logo on marketing posters on display at area Town businesses
 - Company logo with hyperlink on event website

Old Glory \$350

- Opportunity to participate in parade
- Company mentioned as sponsor from stage during evening festivities
 - Company logo on sponsor banner displayed at the Gazebo during the evening festivities
- Company logo on marketing posters on display at area Town businesses
 - Company logo with hyperlink on event website

Evening Festivities - 6 PM

Concert ★ Fireworks at Ida Lee Park

Morning Parade - 10 AM

Through the Downtown Streets of Leesburg



Please reach out to our Sponsorship Coordinator for more information on how to commit to our Independence Day Celebration.

Jenn Goldman

571.479.0767

Jenn@JenniferEGoldman.com

Click here to commit to



Evening Festivities - 6 PM

Concert ★ Fireworks at Ida Lee Park