

2019 SPONSORSHIP OPPORTUNITIES

Be A Part of It!

*4th of July
Celebration*
NAVAL STATION GREAT LAKES



GreatLakes4thofJuly



MWRGL



JULY4NSGL

4th OF JULY CELEBRATION 2019



JULY 4, 2019

Average attendance upwards of 20,000 guests!
Rare opportunity for the general public to see
the base and enjoy a fun and patriotic festival.
Open 4-10:30pm



Internationally recognized with 3 awards in 2017-
including a Gold Award for our Childrens Program.
33 awards earned since 2000.

**Voted One of the Top 3
Events in the World in 2011**

FIREWORKS EXTRAVAGANZA



LIVE BANDS



KID'S ZONE



FAMILY BINGO



FOOD VENDORS



PARTNER SPONSOR \$1,000

ADVERTISING

- Name/logo appears on digital and print ads leading up to and during the festival

EVENT DAY RECOGNITION

- Recognized during public address announcements throughout the festival

HOSPITALITY

- Up to four (4) VIP hospitality passes, including food and beverage service and the best location for watching the fireworks

PATRIOTIC SPONSOR \$1,800

ADVERTISING

- Name/logo appears on digital and print ads leading up to and during the festival

EVENT DAY RECOGNITION

- Four (4) 3' x 6' banners placed throughout the festival grounds
- Logo showcased on 9' x 12' main stage LED billboard
- Direct field marketing opportunities (10' x 10' booth space)
- Recognized during public address announcements throughout the festival

HOSPITALITY

- Up to four (10) VIP hospitality passes, including food and beverage service and the best location for watching the fireworks

PREMIER SPONSOR \$3,600

ADVERTISING

- Name/logo appears on digital and print ads leading up to and during the festival

EVENT DAY RECOGNITION

- Featured sponsor of the fireworks show on July 3rd
- Six (6) 3' x 6' banners placed throughout the festival grounds
- Logo showcased on 9' x 12' main stage LED billboard
- Direct field marketing opportunities (15' x 15' booth space)
- Recognized during public address announcements throughout the festival

HOSPITALITY

- Up to four (20) VIP hospitality passes, including food and beverage service and the best location for watching the fireworks

TITANIUM SPONSOR \$10,000+

ADVERTISING

- Recognized on our radio interview promos
- Name/logo appears on digital and print ads leading up to and during the festival

EVENT DAY RECOGNITION

- Featured sponsor of the fireworks show
- Name/logo and marketing materials on the main stage and on banner tape throughout the festival
- Ten (10) 3' x 6' banners posted near all field entrances welcoming guests to the event
- Logo showcased on 9' x 12' main stage LED billboard
- Direct field marketing opportunities (20' x 20' booth space)
- Special stage recognition regarding your support in between music sets on the main stage

HOSPITALITY

- Up to four (40) VIP hospitality passes, including food and beverage service and the best location for watching the fireworks

Sponsorship packages can include the following:

- Featured fireworks recognition
- On air radio mentions
- Custom live announcements at event
- Featured on main stage LED billboard
- Exclusive banner placement
- Direct field marketing
- Logo on all marketing
- Product sampling
- And more!



Custom packages are also available and can be created to work within your budget!

DEMOGRAPHICS

- Military Affiliated 45%
 - General Public 55%
 - Male 40%
 - Female 60%
- Ages**
- 17-24 20%
 - 25-39 36%
 - 40-49 24%
 - 50+ 20%

EVENT DAY RECOGNITION



DIRECT FIELD MARKETING



BROCHURE



SOCIAL MEDIA



LOGO ON MARKETING



PRODUCT SAMPLING



VIP PASSES



RADIO MENTIONS



SPONSOR BENEFIT SUMMARY

	BENEFITS	PARTNER SPONSOR \$1000	PATRIOTIC SPONSOR \$1800	PREMIER SPONSOR \$3600	TITANIUM SPONSOR \$10,000+
ADVERTISING	Recongnized on our radio interview promos				✓
	Name/Logo appear on our digital and print ads leading up to and during the festival	✓	✓	✓	✓
EVENT DAY RECOGNITION	Featured sponsor of fireworks show				✓
	Name/logo and marketing materials on the main stage and on banner tape throughout the festival				✓
	Sponsor banners posted in high traffic areas	✓	✓	✓	✓
	Individual banners throughout festival		4	6	10
	Name/logo showcased on 9'x12' main stage LED billboard		✓	✓	✓
	Direct field marketing opportunities/booth space		10' x 10'	15' x 15'	20' x 20'
	Special main stage recognition regarding your support in between music sets				✓
	Recognized during public address announcements throughout the festival	✓	✓	✓	✓
HOSPITALITY	VIP Hospitality Passes include food and beverage service and the best location for viewing the fireworks	4	10	20	40
	Fulfilment Report and Command recognition	✓	✓	✓	✓

ELLEN WEIGL

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Check out our 2018
4th of July Celebration
Recap Video!
Search MWRGL 2018



MWRGL