2018 SPONSORSHIP OPPORTUNITIES

Be A Part of It!

4th OF JULY CELEBRATION 2018

4th of July Celebration
NAVAL STATION GREAT LAKES

JULY 3 & 4, 2018

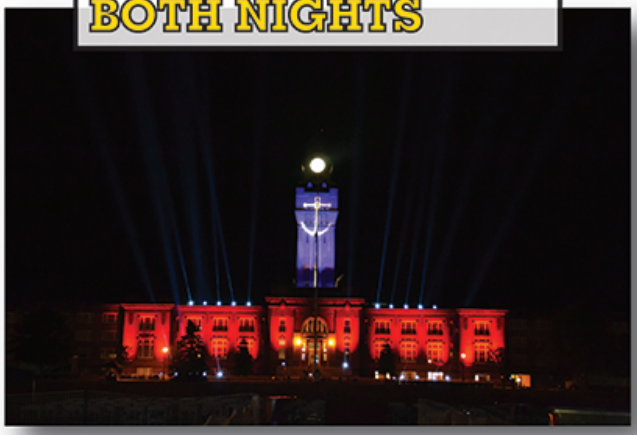
Average attendance
upwards of 40,000 guests!
Rare opportunity for the general public to see
the base and enjoy a fun and patriotic festival.
Open 3-10pm

IFEA
International Festivals & Events Association

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 SHOW BOTH NIGHTS



SPONSOR BOOTHS

DEMOGRAPHICS

- **Military Affiliated** *45%*
- **General Public** *55%*

- **Male** *40%*
- **Female** *60%*

Ages

- **17-24** *20%*
- **25-39** *36%*
- **40-49** *24%*
- **50+** *20%*

PRODUCT SAMPLING

EVENT DAY RECOGNITION

LED BILLBOARD

IN-KIND SPONSORSHIP

SOCIAL MEDIA

BROCHURE

LOGO ON MARKETING

OTHER OPPORTUNITIES

SPONSOR BENEFIT SUMMARY

	BENEFITS	PARTNER SPONSOR $2500	PATRIOTIC SPONSOR $3500	PREMIER SPONSOR $5000	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 shows both nights				✓
	Featured sponsor of fireworks show on July 3			✓	
	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	Specific VIP fireworks spectator area sectioned off for sponsor's employees, clients, or special guests	4	10	20	40
	Additional passes available for our reserved seating for the Fireworks show each night	4	6	10	15
	Fulfilment Report and Command recognition	✓	✓	✓	✓

ELLEN WEIGL
Sponsorship Coordinator - Morale, Welfare & Recreation, Naval Station Great Lakes
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FIELD ENTERTAINMENT

LIVE BANDS

KID'S ZONE

CARNIVAL

FOOD VENDORS

ACTIVITIES

FAMILY BINGO

SPONSORSHIP OPPORTUNITIES

Customize your sponsorship package to fit your organization's marketing goals and objectives!

Numerous opportunities are available ranging from basic logo placement, direct field marketing, and even special individual recognition during the fireworks displays. Basic packages start at $2,500. A' la carte options can be purchased individually for smaller packages or to enhance your package. In-kind opportunities are also available.

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!

VIP Passes:

Treat a client, partner or employee to a one-of-a-kind experience during the event!

VIP Passes include access to an exclusive front row seating area for a fantastic view of the main stage headline entertainment and fireworks each evening as well as complimentary food and beverages!

Additional VIP Passes can be purchased/added on to your sponsorship package for $100 each!

EXCLUSIVE BANNER PLACEMENT

FIREWORKS RECOGNITION

RADIO MENTIONS

VIP PASSES

DIRECT FIELD MARKETING

PARTNER SPONSOR $2500

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 passes available for our reserved seating for the fireworks show during the festival
- Up to four (4) additional passes available for our reserved seating for the fireworks show each night

PATRIOTIC SPONSOR $3500

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 ten (10) VIP passes available for our reserved seating for the Fireworks show during the festival
- Up to six (6) additional passes available for our reserved seating for the fireworks show each night

PREMIER SPONSOR $5000

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 twenty (20) VIP passes available for our reserved seating for the Fireworks show during the festival
- Up to ten (10) additional passes available for our reserved seating for the fireworks show each night

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 reguarding your support in between music sets on the main stage

HOSPITALITY

- Up to forty (40) VIP Passes for a specific VIP fireworks spectator area sectioned off for your employees, clients, or special guests
- Up to fifteen (15) additional passes available for our reserved seating for the fireworks show each night

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

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4th of July Celebration
NAVAL STATION GREAT LAKES

MWR
NAVAL STATION GREAT LAKES

Check out our 2017
4th of July Celebration
Recap Video!
Search MWRGL 2017

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