




















CITY OF ALAMEDA 4TH OF JULY PARADE 2020 SPONSORSHIP BENEFITS CHART

|  SPONSORSHIP LEVELS  | RED \$5,000 | WHITE \$2,500 | BLUE In-Kind Product or Services |
|--|--|---|---|
| Company Name/Logo on all Event Social Media, Printed Material, Website & Cable Access TV Marketing |  | | |
| Company Name/Logo printed in ARPD Activity Guide on the back page exclusive showcase of the 4th of July Parade. Seen by 36,000 households. |  | | |
| Ability to provide a Judge for the Parade |  | | |
| Provide a Car (Driver Included) or other mode of green transportation to be used as a float |  | | |
| Special interview with Media from Alameda Sun |  |  | |
| Company Logo on a "Thank You Sponsor" Banner marched in the Parade! Seen by 60,000 Spectators |  |  | |
| Company Name/Logo in Special Parade section of the Alameda Sun |  |  |  |
| Link from our website to your company's website |  |  |  |
| Company Name/Logo in a "Thank You" ad placed in Alameda Sun |  |  |  |

If you are interested in being a 2020 Sponsor for the City of Alameda 4th of July Parade, please complete the form below and return it back to the Alameda Recreation and Park Department, 2226 Santa Clara Ave, Alameda, CA 94501 or email to: arpd@alamedaca.gov

| | | | |
|------------------|--|------------------------|------|
| Company Name: | | Main Contact: | |
| Company Address: | | City: | Zip: |
| Primary Phone #: | | Primary Email Address: | |

Sponsorship Level—Select One:

☐

RED

☐

WHITE

☐

BLUE

We will need a version of your Company Logo in .jpg format sent to: prussi@alamedaca.gov
 Questions? Contact Patrick Russi, Recreation Manager, at (510) 747-7550. ARPD Tax ID #: 94-6000288