



Alameda Annual Mayor's 4th of July Parade

2226 Santa Clara Ave., Alameda, California 94501

www.alamedajuly4parade.com

Tax Identification #94-6000288

The Mayor's 4th of July Parade Committee invites you to be a Sponsor of the 45th annual Alameda 4th of July Parade. The parade is considered the longest on the West Coast with over 150 entries viewed by over 60,000 spectators and covered by Bay Area news channels.

















In addition to being the best hometown 4th of July Parade in the country the Mayor's 4th of July Parade Committee is committed to supporting the music programs of Alameda's High School and Middle School Bands who participate in our parade each year. Your sponsorship will help cover costs associated with producing this city-wide holiday celebration and raise money to help support these school music programs.

We look forward to your participation in some way and appreciate you taking the time to consider contributing to the Alameda 4th of July Parade.

Sincerely,

Patrick Russi
Recreation Manager, Chair of 4th of July Parade Committee
prussi@alamedaca.gov
(510) 747-7550

CITY OF ALAMEDA 4TH OF JULY PARADE 2022 SPONSORSHIP BENEFITS CHART

|  SPONSORSHIP LEVELS  | <u>RED</u> \$5,000 | <u>WHITE</u> \$2,500 | <u>BLUE</u> <i>In-Kind Product/ Services or \$1,000</i> |
|--|--|---|---|
| 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. |  | | |
| Option to provide a Judge for the Parade and/or one free Parade entry. |  | | |
| Special Highlighted Ad about your company attached to all Parade Marketing Material. |  | | |
| Company Name/Logo on a "Thank You Sponsor" Banner marched in the Parade! Seen by all spectators along the route. |  |  | |
| Company Name/Logo in "Special Parade" section of Parade Day Materials - both printed and social media. |  |  | |
| Your company's website linked on Parade website. |  |  |  |
| Company Name/Logo in a "Thank You" ad placed in local media outlets and websites. |  |  |  |

If you are interested in being a 2022 Sponsor for the City of Alameda 4th of July Parade, please complete the form below and return it back to: Alameda Recreation and Park Department, 2226 Santa Clara Ave, Alameda, CA 94501 or email to: arpd@alamedaca.gov

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|------------------|-------------------------|
| Company Name: | Main Contact and Title: |
| Company Address: | City, State & Zip: |
| Primary Phone #: | Primary Email Address: |

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|-------------------------------|-------------------------------------|---------------------------------------|--------------------------------------|
| Sponsorship Level—Select One: | <input type="checkbox"/> RED | <input type="checkbox"/> WHITE | <input type="checkbox"/> 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