




















# CITY OF ALAMEDA 4TH OF JULY PARADE 2024 SPONSORSHIP BENEFITS CHART

 <b>SPONSORSHIP LEVELS</b> 	<b>RED</b> \$5,000	<b>WHITE</b> \$2,500	<b>BLUE</b> <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			
Special Highlighted Ad about your company attached to all Parade Marketing Material			
Company Name/Logo on a <b><i>"Thank You Sponsor"</i></b> Banner marched in the Parade! Seen by all spectators along the route			
Company Name/Logo in a <b><i>"Special Parade"</i></b> section of Parade Day Materials - both printed and social media			
One Free Parade entry			
Your company's website linked on Parade website			
Company Name/Logo in a <b><i>"Thank You"</i></b> ad placed in local media outlets, ARPD Activity Guide and websites			

If you are interested in being a 2024 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: [alamedajuly4thparade@alamedaca.gov](mailto:alamedajuly4thparade@alamedaca.gov)

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

Sponsorship Level—Select One:	<input type="checkbox"/> <b>RED</b>	<input type="checkbox"/> <b>WHITE</b>	<input type="checkbox"/> <b>BLUE</b>
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We will need a version of your Company Logo in .jpg format sent to: [prussi@alamedaca.gov](mailto:prussi@alamedaca.gov)  
 Questions? Contact Patrick Russi, Recreation Manager, at (510) 747-7550. ARPD Tax ID #: 94-6000288