




















# CITY OF ALAMEDA 4TH OF JULY PARADE 2026 SPONSORSHIP BENEFITS CHART

 <b>SPONSORSHIP LEVELS</b> 	<b>RED</b> \$5,000 & Up	<b>WHITE</b> \$2,500	<b>BLUE</b> In-Kind Product/ Services or \$1,000
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>"Thank You Sponsor"</b> Banner marched in the Parade! Seen by all spectators along the route			
Company Name/Logo in <b>"Special Parade"</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>"Thank You"</b> ad placed in local media outlets, ARPD Activity Guide and websites			

**If you are interested in being a 2026 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:

<b>Sponsorship Level—Select One:</b>	<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**