

The Alameda 4th of July Parade Committee invites you to be a sponsor of the *48th Annual City of Alameda 4th of July Parade – Happy Birthday USA! Have A Star-Spangled Day!* The parade is considered to be the longest on the West Coast with over 150 entries, viewed by over 60,000 spectators and covered by Bay Area media.

In addition to being the best hometown 4th of July Parade in the country, the Alameda 4th of July Parade Committee is committed to supporting the music programs of the Alameda Schools who participate in our Parade. Your sponsorship will help cover the 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,

A handwritten signature in black ink, appearing to read "Patrick Russi".

Patrick Russi, Recreation Manager  
4th of July Parade Committee Chair  
Alameda Recreation and Park Department  
2226 Santa Clara Ave, Alameda, CA 94501  
[prussi@alamedaca.gov](mailto:prussi@alamedaca.gov) / (510) 747-7550  
Tax ID #: 94-6000288

# CITY OF ALAMEDA 4TH OF JULY PARADE 2025 SPONSORSHIP BENEFITS CHART

 <b>SPONSORSHIP LEVELS</b>	<b>RED</b> <b>\$5,000</b>	<b>WHITE</b> <b>\$2,500</b>	<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 2025 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