



LIBERTY FEST 2014

SPONSORSHIP AND PARTNERSHIP OPTIONS

Each year, the City of Leander partners with local businesses to produce the Liberty Fest celebration on July 4th. This is the largest city event and includes live music, food vendors, children's activities, and an amazing fireworks display. This year's headliner will be Roger Creager with special guest Bri Bagwell. Concessions booths provide fundraising opportunities for local service groups as well as private businesses. Last year's event was attended by approximately 10,000 people and we are working hard to make this year's bigger and better. This event is FREE to the public and draws people from all over the Central Texas Area.

On behalf of the City of Leander I invite you to be a partner in this year's celebration. Partnerships are vital to the success of this event. We hope that we can work together to accomplish something great. Partnerships and sponsorships are a great way to promote your business or group, make the most of your advertising dollars, enhance your image, and increase your name recognition in the community. Below are the sponsorship options and in-kind partnership needs. The in-kind partnerships will correlate the sponsorship level closest to the value of the services provided.

Thank you for your consideration. If you should have questions or would like to discuss options please contact Megan Pumphrey (512-528-2994 or mpumphrey@leandertx.gov.)

Thank you,

Stephen Bosak
Parks and Recreation Director



IN-KIND PRODUCT AND SERVICES PARTNERSHIPS

- Generators and Light Towers
- Hospitality Services (8 Hotel Rooms - Valued at \$1200)
Named Official Hotel of Liberty Fest
- Print and Online Advertising
- Food and Beverages (Valued at \$1000)

SPONSORSHIP OPTIONS

Firework Title Sponsor - \$25,000

- Naming rights to Fireworks show (ie. The HEB Fireworks Show)
- Display of company banner at event.
- Large company Logo/Name Recognition on all flyers, ads, and online marketing
- Multiple PA recognitions
- Free vendor booth for the distribution of company promotional information
- Link to company website from the Liberty Fest Webpage
- Mention in program guide and emails
- Meet and Greet with Roger Creager
- Name/Logo on Event banners at event

Grand Finale Sponsor - \$10,000+

- Display of company banner at event.
- Large company Logo/Name Recognition on all flyers, ads, and online marketing
- Multiple PA recognitions
- Free vendor booth for the distribution of company promotional information
- Link to company website from the Liberty Fest Webpage
- Mention in program guide and emails
- Meet and Greet with Roger Creager
- Name/Logo on Event banners at event

Stars and Stripes Sponsor - \$5000+

- Display of company banner at event.
- Medium company Logo/Name Recognition on all flyers, ads, and online marketing.
- Multiple PA recognitions
- Free vendor booth for the distribution of company promotional information
- Link to company website from the Liberty Fest Webpage
- Mention in program guide and emails
- Name/Logo on Event banners at event

Independence Sponsor - \$2500+

- Display of company banner at event.
- Medium company Logo/Name Recognition on all flyers, ads, and online marketing.
- Multiple PA recognitions
- Free vendor booth for the distribution of company promotional information
- Link to company website from the Liberty Fest Webpage
- Mention in program guide and emails

Patriot - \$1000+

- Display of company banner at event.
- Small company Logo/Name Recognition on all flyers, ads, and online marketing.
- Single PA recognition
- Free vendor booth for the distribution of company promotional information
- Link to company website from the Liberty Fest Webpage

Roman Candle - \$500+

- Small company Logo/Name Recognition on all flyers, ads, and online marketing.
- Free vendor booth for the distribution of company promotional information
- Link to company website from the Liberty Fest Webpage

