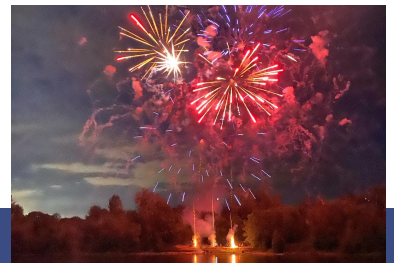




Since 1902, Independence Days, (formerly known as Western Days), has been a community celebration that draws over 40,000 attendees from across Oregon to participate in the traditions of a hometown Fourth of July festival. What better place to hold this annual celebration of independence than right here, in beautiful Independence, Oregon?

Festival goers enjoy three days of fun as the Independence community comes together to celebrate the birth of our great nation. Attendees are welcomed with upbeat live entertainment, a schedule packed with wholesome family activities and a diverse selection of food trucks and downtown restaurants that have ALL the favorites. You'll find thousands lined up along the 3-mile Grand Parade that ends right at Riverview Park. Families especially love the activities put on by our local Monmouth/Independence YMCA in the Kid Zone and can participate in the famous Rubber Ducky Derby on the Willamette River, (winning pot can be up to \$1800). We end the fun with two nights of insane firework shows and sponsors get the best seats in the house.

All annual City of Independence events have a loyal following and our social media promotions reach the entire state of Oregon and beyond. As we continue to grow and strengthen our events and our community, we look to you, our sponsors. This special event is only made possible by your partnership. Please take a moment to review our sponsorship packages and see how you can align your business with one of the most notable 4th of July events in Oregon.



# SPONSORSHIP LEVELS AND BENEFITS

SPONSORSHIP LEVEL 1:



## THE GOLDEN EAGLE SPONSORSHIP \$10,000

GOLDEN EAGLE SPONSORSHIP: **ONLY ONE** SPONSORSHIP PACKAGE IS AVAILABLE

- Your logo featured prominently as the presenting sponsor on the Main Stage fencing (viewed by over 45,000+ people throughout the 3-day event)
- Your logo prominently featured as the presenting sponsor at the Riverview Park, Main Entrance
- Your logo featured as the presenting sponsor on the Independence Days website\* (June 1, 2024-July 6, 2024; last year the site saw over 115,000 views during that timeframe.)
- Your logo featured on Independence Days Facebook event page cover photo & the Riverview Park Amphitheater cover photo\* (June 1, 2024-July 6, 2024; these pages have a combined total of 10,500 followers)
- Your logo featured as the presenting sponsor on all printed promo materials, including 500 flyers posted around Polk and Marion county businesses and public offices and 20,000 event maps handed out at the event entrances & pre-sale locations.
- (12) VIP bracelets for exclusive firework viewing for both, Hometown Night (July 5th) & on the 4th of July
- (3) VIP parking passes for July 4th and 5th
- Onstage presence during welcome speech on 4th of July, if desired. (attendance on this night ranges from 18,000-23,000 people)
- (4) on-stage acknowledgments of company during nighttime concerts
- (4) official social media posts acknowledging your generous support
- (1) reel shared on social media that highlights your business as a sponsor of our community
- Prime location 20x20 on-site sampling/booth opportunity at Independence Days event (an \$1100 value)
- Recognition as presenting sponsor in newsletter releases for June and July and marketing emails regarding Independence Days\* (1/6 page ad space with 52% open rate!)
- Swag giveaway opportunities each day of the event

\* promotion can begin earlier, if sponsor commits earlier than deadline



SPONSORSHIP LEVEL 2:

## THE STARS & STRIPES SPONSORSHIP \$6,000

STARS & STRIPES SPONSORSHIP: **ONLY TWO** (2) SPONSORSHIP PACKAGES ARE AVAILABLE

- Lead sponsor of The Duck Derby Race **OR** The Hometown Talent Show
- Your banner featured prominently on the main stage fencing (company to supply banner) (viewed by over 45,000+ people throughout the 3-day event)
- Your logo featured as a sponsor on the Independence Days website\* (June 1, 2024-July 6, 2024; last year the site saw over 115,000 views during that timeframe.)
- Your logo featured as a sponsor on all printed promo materials, including 500 flyers posted around Polk and Marion county businesses and public offices and 20,000 event maps handed out at the event entrances & pre-sale locations.
- (6) VIP bracelets for exclusive firework viewing for both, Hometown Night (July 5th) & on the 4th of July
- (2) VIP parking passes for July 4th and 5th
- Onstage presence during welcome speech on 4th of July, if desired. (attendance on this night ranges from 18,000-23,000 people)
- (3) on-stage acknowledgments of company during nighttime concerts
- (3) official social media posts acknowledging your generous support
- Prime location 10x10 on-site sampling/booth opportunity at Independence Days event (an \$550 value)
- Recognition as sponsor in newsletter releases for June and July and marketing emails regarding Independence Days\* (1/6 page ad space with 52% open rate!)
- Swag giveaway opportunities each day of the event

\* promotion can begin earlier, if sponsor commits earlier than deadline



SPONSORSHIP LEVEL 3:

## THE PATRIOT SPONSORSHIP \$3000

PATRIOT SPONSORSHIP: **ONLY FOUR (4)** SPONSORSHIP PACKAGES ARE AVAILABLE

- Presenting sponsor of the Four-Legged Race, Water Balloon Toss, Pie Eating Contest, **or** the Watermelon Eating Contest (One event per Sponsor)
  - Your banner featured on the Main Stage fencing (company to supply banner) (viewed by over 45,000+ people throughout the 3-day event)
  - Your logo featured as a sponsor on the Independence Days website\* (June 1, 2024-July 6, 2024; last year the site saw over 115,000 views during that timeframe.)
  - Your logo featured as a sponsor on all printed promo materials, including 500 flyers posted around Polk and Marion county businesses and public offices and 20,000 event maps handed out at the event entrances & pre-sale locations.
  - (4) VIP bracelets for exclusive firework viewing for both, Hometown Night (July 5th) & on the 4th of July
  - (1) VIP parking pass for July 4th and 5th
  - Onstage presence during welcome speech on of July 5th, if desired. (attendance on this night ranges from 12,000-15,000 people)
  - (1) on-stage acknowledgments of company during nighttime concerts
  - (2) official social media posts acknowledging your generous support
  - Recognition as sponsor in newsletter releases for June and July and marketing emails regarding Independence Days\* (1/6 page ad space with 52% open rate!)
- \* promotion can begin earlier, if sponsor commits earlier than deadline

SPONSORSHIP LEVEL 4:

## THE ALL- AMERICAN SPONSORSHIP \$1000

- Your banner featured on the Main Stage fencing (company to supply banner) (viewed by over 45,000+ people throughout the 3-day event)
- Your logo featured on City of Independence website, with link (June 1, 2024-July 6, 2024; last year the site saw over 115,000 views during that timeframe.)
- Your logo featured on all printed promo materials, including 500 flyers posted around Polk and Marion county businesses and public offices and 20,000 event maps handed out at the event entrances & pre-sale locations.
- (2) On-stage acknowledgments of sponsorship during nighttime concerts
- (1) official social media post acknowledging your generous support



# **SPONSORSHIP AGREEMENT**

Thank you for your support of the Independence Days Event!

Sponsor Company \_\_\_\_\_

Contact Name \_\_\_\_\_

Business Address \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

Day of Contact \_\_\_\_\_

Day of Phone \_\_\_\_\_ Day of Email \_\_\_\_\_

## **Sponsorship Level Chosen:**

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\_\_\_\_\_  
Sponsor Signature

\_\_\_\_\_  
Date

Payment due with signed contract. Please make checks payable to The City of Independence.

**MAIL FORMS & CHECKS TO:**

City of Independence  
555 S. Main Street  
Independence, Oregon 97351  
ATTN: Kendra Huddleston

**EMAIL LOGO ART TO:**

Kendra at Specialprojects@ci.independence.or.us  
Logo art should be in hi-res vector format so that we  
can scale your logo across all appropriate media.

Payment by Credit/Debit card can be taken over the phone at 503-838-1212

**ALL SPONSOR GRAPHICS WILL NEED PRE-APPROVAL BY CITY STAFF BEFORE PROMOTIONS BEGIN**