FIRESTONE
COLORADO
A COMMUNITY IN MOTION

Dear Community Sponsor,

This year marks the 14th Annual 4th at Firestone celebration on July 4, 2016, and we are excited to bring you a great lineup of activities for the entire family.

The day will begin with a dynamic parade that weaves its way through Historic Firestone to Miners Park for the celebration. Floats, decorated vehicle displays, marching bands, classic cars, motorcycles and more will compile a parade lineup that residents and festival attendees will not want to miss. This is the perfect time for people to show their American pride by lining the streets in celebration. The festival will include a showcase of business, children, nonprofit and art vendors; delicious food items; a climbing wall; bungee trampoline, inflatable jumps; petting zoo; pony rides; face painting; caricature artist; mini golf; horseshoes; presentation of the colors; and servicemen recognition. This year's event will bring back the Classic Car Show lining the Firestone Trail welcoming people to the event where classic cars and hot rods can be viewed in detail. Outstanding live entertainment throughout the day will include a mix of music. Festival attendees will also be able to come back out to the park in the evening for music, food trucks and a beer garden before the night sky is lit with a spectacular fireworks display.

The 4th at Firestone has become not only Firestone's premier annual community event, but also a regional attraction to celebrate America's birthday. This event has continued to increase in participation, drawing thousands of people to Firestone for family-oriented fun and entertainment throughout the day. We believe our mix of fun-filled activities, top-notch entertainment and lively environment for attendees is a regional event that you will want to be a part of through a sponsorship opportunity.

We are reaching out to local and regional businesses and community members as prospective sponsors for the 4th at Firestone. Supporting community events in Firestone not only allows you to gain regional visibility, but it strengthens community relations and allows the event to flourish. The benefits of becoming a sponsor are vast, including great publicity through all communication channels such as website, social media, newspaper and magazine spotlights, promotional materials, banners and even free vendor booths for upper level sponsorships. Sponsorship levels are highlighted on the attached sheets, detailing benefits of each level. We are seeking cash sponsorships, as well as in-kind service donations. No donation is too small. We are also offering direct activity sponsorships that allow you to bring these activities to the event.

For more information about the 4th at Firestone, visit www.firestoneco.gov/4thatFirestone. You are also welcome to contact me directly with any questions or ideas you may have on ways you can contribute to this event. Email me at kritter@firestoneco.gov or call 303-531-6254.

We hope to continue developing beneficial, community-related programs that assist in making the Firestone community a great place to live, work and enjoy. With your help, the 4th at Firestone will continue to be the region's signature event to celebrate Independence Day.

Sincerely,

Kristi Ritter
Communications & Community Outreach Coordinator
Town of Firestone

SPONSORSHIP APPLICATION

2016 14th Annual 4th at Firestone

July 4, 2016 | 10 a.m. to 4 p.m.
Miners Park, 226 Grant Ave., Firestone
Sponsorship Deadline: Friday, May 20, 2016, 5 p.m.

SPONSOR INFORMATION

Company Name (To Appear on Promotions): _____

Contact Name: _____ Email: _____

Address: _____ Phone: _____

City: _____ State: _____ Zip: _____

Value of Sponsorship/Donation: $_____ (please submit cash and in-kind sponsorships by Friday, May 20, 2016)

Type of Sponsorship: □ *Cash Sponsor* □ *Check Enclosed* □ *In-kind Service Sponsor*

Description of Donation: _____

If your sponsorship allows for a logo to be placed in publicity materials, please email Kristi Ritter a high resolution, at least 300 dpi, color logo to kritter@firestoneco.gov

Sponsor's Signature: _____

SPONSORSHIP LEVELS

□ **FIREWORKS SPONSOR** **$5,000**

*****ONLY 1 AVAILABLE, CUSTOMIZABLE FOR THE SPONSOR**

- Two company banners as the highlight of the event – one at top of the stage and second near main event entrance (banners provided by sponsor)
- Special recognition as the official fireworks sponsor
- Strategic placement at the front of the 4th at Firestone parade
- Availability for your company representative to announce your business and the fireworks sponsorship on stage (up to 4 minutes) during the Main Announcements and Awards at 12 p.m., as well as before the fireworks crowd immediately preceding the fireworks presentation at about 9:15 p.m.
- Premier logo recognition on publicity banners, posters, website, utility bill insert, Firestone Voice newsletter, event volunteer T-shirt and social media channels as the official fireworks sponsor
- Sponsorship announced live at the event throughout the day and evening events
- Name recognition in press releases as the official fireworks sponsor
- Premier placement of complimentary booth space (up to a size of 10'x40') at the 4th at Firestone (*if desired, please complete vendor application*)

□ **DIAMOND SPONSOR** **$2,500**

- Company banner as the highlight of the event at top of the stage (banner provided by sponsor)
- Availability for your company representative to announce your business on stage (up to 2 minutes) during the Main Announcements and Awards at 12 p.m.
- Premier logo recognition on publicity banners, posters, website, utility bill insert, Firestone Voice newsletter, event volunteer T-shirt and social media channels as the diamond sponsor
- Sponsorship announced live at the event throughout the day and evening events
- Name recognition in press releases as the diamond sponsor
- Premier placement of complimentary booth space (up to a size of 10'x30') at the 4th at Firestone (*if desired, please complete vendor application*)

□ **PLATINUM SPONSOR** **$1,000-$2,000**

- Company banner at the event (banner provided by sponsor)
- Logo recognition on publicity banners, posters, website, utility bill insert, Firestone Voice newsletter, event volunteer T-shirt and social media channels
- Sponsorship announced live at the event
- Name recognition in press releases
- Premier placement of complimentary booth space (10'x20') at the 4th at Firestone (*if desired, please complete vendor application*)

□ **GOLD SPONSOR** **$500**

- Company banner at the event (banner provided by sponsor)
- Logo recognition on publicity posters, website, utility bill insert, Firestone Voice newsletter and social media channels
- Complimentary booth space (10'x10') at the 4th at Firestone (*if desired, please complete vendor application*)

□ **SILVER SPONSOR** **$250**

- Logo recognition on publicity posters, website, utility bill insert, Firestone Voice newsletter and social media channels
- Complimentary booth space (10'x10') at the 4th at Firestone (*if desired, please complete vendor application*)

□ **CONTRIBUTING SPONSOR** **$100-$200**

- Name recognition on publicity posters, website, utility bill insert and Firestone Voice newsletter

DIRECT ACTIVITY SPONSORSHIPS

Available on a first-come, first serve basis, so please check with the Town of Firestone on availability.

□ **CLIMBING WALL SPONSOR – ONLY 1 AVAILABLE** **$1,000**

- Company banner at the event (banner provided by sponsor)
- Logo recognition on publicity banners, posters, website, utility bill insert, Firestone Voice newsletter, event volunteer T-shirt and social media channels
- Sponsorship announced live at the event
- Name recognition in press releases
- Premier placement of complimentary booth space (10'x20') at the 4th at Firestone next to the Climbing Wall, if desired (*if desired, please complete vendor application*)

□ **BUNGEE TRAMPOLINE SPONSOR – ONLY 1 AVAILABLE** **$1,000**

- Company banner at the event (banner provided by sponsor)
- Logo recognition on publicity banners, posters, website, utility bill insert, Firestone Voice newsletter, event volunteer T-shirt and social media channels
- Sponsorship announced live at the event
- Name recognition in press releases
- Premier placement of complimentary booth space (10'x20') at the 4th at Firestone next to the Bungee Trampoline, if desired (*if desired, please complete vendor application*)

□ **WATER HAMSTER BALL SPONSOR – ONLY 1 AVAILABLE** **$1,000**

- Company banner at the event (banner provided by sponsor)
- Logo recognition on publicity banners, posters, website, utility bill insert, Firestone Voice newsletter, event volunteer T-shirt and social media channels
- Sponsorship announced live at the event
- Name recognition in press releases
- Premier placement of complimentary booth space (10'x20') at the 4th at Firestone next to the Water Pool, if desired (*if desired, please complete vendor application*)

□ **PETTING ZOO SPONSOR – ONLY 1 AVAILABLE** **$1,000**

- Company banner at the event (banner provided by sponsor)
- Logo recognition on publicity banners, posters, website, utility bill insert, Firestone Voice newsletter, event volunteer T-shirt and social media channels
- Sponsorship announced live at the event

- Name recognition in press releases
- Premier placement of complimentary booth space (10'x20') at the 4th at Firestone next to the Petting Zoo, if desired (*if desired, please complete vendor application*)

□ **PONY RIDES SPONSOR – ONLY 1 AVAILABLE** **$1,000**

- Company banner at the event (banner provided by sponsor)
- Logo recognition on publicity banners, posters, website, utility bill insert, Firestone Voice newsletter, event volunteer T-shirt and social media channels
- Sponsorship announced live at the event
- Name recognition in press releases
- Premier placement of complimentary booth space (10'x20') at the 4th at Firestone next to the Pony Rides, if desired (*if desired, please complete vendor application*)

□ **INFLATABLE JUMPS SPONSOR – ONLY 1 AVAILABLE** **$500**

- Company banner at the event (banner provided by sponsor)
- Small logo recognition on publicity posters, website, utility bill insert, Firestone Voice newsletter and social media channels
- Complimentary booth space (10'x10') at the 4th at Firestone next to the Inflatables, if desired (*if desired, please complete vendor application*)

□ **MINI GOLF SPONSOR – ONLY 1 AVAILABLE** **$500**

- Company banner at the event (banner provided by sponsor)
- Small logo recognition on publicity posters, website, utility bill insert, Firestone Voice newsletter and social media channels
- Complimentary booth space (10'x10') at the 4th at Firestone next to the Mini Golf game, if desired (*if desired, please complete vendor application*)

□ **CAR SHOW SPONSOR – ONLY 1 AVAILABLE, CUSTOMIZABLE FOR THE SPONSOR** **$250**

- Company banner along Colorado Boulevard in front of the classic cars (banner provided by sponsor)
- Small logo recognition on publicity posters, website, utility bill insert, Firestone Voice newsletter and social media channels
- Availability to provide swag bags for all car show participants, approximately 50-75
- Complimentary booth space at the 4th at Firestone next to the car show, if desired

- The June Firestone utility bill will be mailed out the first week in June and the May/June and July/August Firestone Voice newsletter will be mailed out the first week of their respective distribution months to approximately 4,000 utility customers, reaching more than 12,000 local residents and business owners.
- Press releases will be distributed to local media outlets with regional distribution.
- In case of inclement weather, the 4th at Firestone celebration will be rescheduled on Tuesday, July 5, 2016.

Town of Firestone, Attn: Kristi Ritter, Communications & Community Outreach Coordinator
Community Development Department | 8308 Colorado Blvd. Ste. 200 | Firestone, CO 80504
Phone 303-531-6254 | Cell 303-506-3361 | Fax 720-476-4232 | kritter@firestoneco.gov | www.firestoneco.gov