

CITY OF  
**SOUTHLAKE**



**2022 Southlake Stars and Stripes  
City of Southlake  
Sponsorship Application**

**APPLICANT INFORMATION**  
Please complete all data as required

**COMPANY NAME:** \_\_\_\_\_

**CONTACT NAME:** \_\_\_\_\_ **TITLE:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_ **CITY:** \_\_\_\_\_ **STATE:** \_\_\_\_ **ZIP:** \_\_\_\_\_

**DAYTIME PHONE:** \_\_\_\_\_ **EVENING PHONE:** \_\_\_\_\_ **FAX:** \_\_\_\_\_

**EMAIL:** \_\_\_\_\_ **WEB PAGE:** \_\_\_\_\_

**HOW TO BECOME A SPONSOR**

Step 1: Choose a Sponsorship Level

Review the sponsorship opportunities below and list your top three preferences at the bottom of page 1 of this application. Submit your application to Hillary Cromer at [hcromer@ci.southlake.tx.us](mailto:hcromer@ci.southlake.tx.us).

Step 2: Sign and submit Sponsor Agreement

If the City accepts your sponsorship application, you will receive an email with your sponsorship level along with a copy of the Sponsor Agreement. Sponsors must review and sign the agreement regarding policies and procedures before becoming an official Stars and Stripes 2022 sponsor.

Step 3: Submit Payment

Once you have signed and submitted the Sponsor Agreement, the City of Southlake will send you an invoice confirming your sponsorship level. The invoice must be paid within thirty (30) days of receiving the invoice. Contributions to a city are tax deductible under Section 16, USCA 170. Sponsors should consult with their own tax advisor concerning how this provision applies to the sponsor's particular tax situation.

Please note: The details of sponsorship levels are subject to change.

**1<sup>st</sup> Preference:** \_\_\_\_\_

**2<sup>nd</sup> Preference:** \_\_\_\_\_

**3<sup>rd</sup> Preference:** \_\_\_\_\_

# Southlake Stars and Stripes Sponsorship Opportunities

## Event Highlights

**Date:** Sunday, July 3, 2022

**Location:** Southlake Town Square

**Previous Attendance:** 30,000+

[www.SouthlakeStarsandStripes.com](http://www.SouthlakeStarsandStripes.com)

Southlake Stars and Stripes is a FREE, family-friendly event. It is the City of Southlake's largest single-day event of the year and is held in the heart of Southlake Town Square. This event offers attractions for all ages with the Kids' Corner and a 24-minute firework display synced to patriotic music and today's hits. Adults will enjoy Frank Edgar Cornish, IV Park featuring local variety bands. Rustin Pavilion will host the community band and a patriotic ceremony for all ages to enjoy.

Local Southlake restaurants and food trucks provide a variety of food to please any appetite, and for the first time ever the Southlake Chamber of Commerce will be serving alcohol.

### **Liberty Title Sponsor      Exclusive – Only 1 available      \$15,000**

- Title Sponsor recognition on the following promotion materials:
  - Stars and Stripes radio advertisement
  - City of Southlake e-blast newsletter (distribution to 6,000+ subscribers)
  - Select Southlake e-blast newsletter (distribution to 1,400 businesses)
  - Press release in Southlake's online news source, [www.MySouthlakeNews.com](http://www.MySouthlakeNews.com)
  - City of Southlake Facebook and Twitter
  - Visit Southlake Facebook, Twitter and Instagram
- Logo displayed on [www.SouthlakeStarsandStripes.com](http://www.SouthlakeStarsandStripes.com) until October 1, 2022
- Logo displayed on event informational kiosks
- First Right of Refusal for 2023 Title Sponsor
- Category/Product exclusivity for the event
- Logo visible at Information Booth
- Logo prominently displayed on main stage banner
- Logo prominently displayed on Frank Edgar Cornish, IV Park stage banner
- Sponsor introduced and Q&A on stage
- First choice selection of booth (10' x 10') site in Family Park (tent, tables, and chairs provided by the City of Southlake) to hand out promotional materials
- Two (2) helpers to assist with unloading vehicle and booth setup
- Sponsor will receive verbal recognition throughout the event
- Five (5) complimentary event T-Shirts and five (5) VIP parking passes
- First choice selection of VIP location to watch Fireworks Show with four (4) chairs, a lounging blanket, and cooler full of drinks included

### **All American Sponsor      \*Exclusive – only 1 available      \$7,500**

- Title Sponsor recognition on the following promotion materials:
  - City of Southlake e-blast newsletter (distribution to 6,000+ subscribers)
  - Select Southlake e-blast newsletter (distribution to 1,400 businesses)
  - Press release in Southlake's online news source, [www.MySouthlakeNews.com](http://www.MySouthlakeNews.com)
  - City of Southlake Facebook and Twitter
  - Visit Southlake Facebook, Twitter and Instagram
- Logo displayed on [www.SouthlakeStarsandStripes.com](http://www.SouthlakeStarsandStripes.com) until October 1, 2022
- Logo displayed on event informational kiosks
- Logo displayed at the Frank Edgar Cornish, IV Park entertainment stage
- Booth / display space of 10' x 10' to hand out promotional materials
- Verbal recognition throughout event
- Three (3) complimentary event T-Shirts and three (3) VIP parking passes
- VIP location to watch Fireworks Show



# Southlake Stars and Stripes Sponsorship Opportunities Continued

## **Rocket Sponsor      Two available - Exclusive to dealerships      \$5,000**

- Sponsor prominently recognized on the following promotional materials:
  - Press release in Southlake's online news source, [www.MySouthlakeNews.com](http://www.MySouthlakeNews.com)
  - Logo displayed on [www.SouthlakeStarsandStripes.com](http://www.SouthlakeStarsandStripes.com) until October 1, 2022
  - Logo displayed on event informational kiosks
- Up to two (2) vehicles can be displayed at the event
- Booth and/or display space of 10' x 10' to hand out promotional materials
- One (1) VIP parking space.

## **Exclusive Level Sponsorships      \$5,000**

**Kids' Corner Sponsor** – The Kids' Corner is an area promoting interactive play with games and arts & craft for families. Sponsors logo will be prominently displayed at the Kids' Corner.

**T-Shirt Sponsor** – Stars and Stripes T-Shirts are something guests get excited about each and every year. T-Shirts are handed out to guests on a first come, first served basis at the Information Booth. Sponsor's logo is exclusively featured on the back of the 2022 Stars and Stripes event T-Shirt.

**Restroom Sponsor** – Stars and Stripes is known for offering air-conditioned, luxury trailer restrooms for guests to enjoy. Sponsor's logo is exclusively featured on each luxury restroom trailer.

**Hydration Station Sponsor** – Hydration stations will be located throughout the event to make sure guests stay well hydrated. Sponsor's logo is exclusively featured all hydration stations.

### **Each of the above sponsor options receive:**

- Sponsor recognized on the following promotional materials:
  - Press release in Southlake's online news source, [www.MySouthlakeNews.com](http://www.MySouthlakeNews.com)
  - City of Southlake and Visit Southlake social media posts related to sponsorship area/item (e.g., Kid's Corner, luxury restrooms, T-Shirt, etc.)
- Logo displayed on [www.SouthlakeStarsandStripes.com](http://www.SouthlakeStarsandStripes.com) until October 1, 2022
- Logo will appear on event information kiosks
- Logo prominently displayed at selected activity site
- Booth and/or display space of 10' x 10' to hand out promotional materials
- Sponsor will receive verbal recognition throughout the event
- Five (5) complimentary event T-Shirts
- One (1) VIP parking space

## **Red, White & Blue Sponsor      \*Multiple available      \$2,000**

- Sponsor recognized as Red, White & Blue Sponsor in Press Release published on [www.MySouthlakeNews.com](http://www.MySouthlakeNews.com)
- Booth and/or display space of 10' x 10' at event
- Logo displayed on [www.SouthlakeStarsandStripes.com](http://www.SouthlakeStarsandStripes.com) until October 1, 2022
- Logo displayed on event informational kiosks
- One (1) VIP parking space

## **Patriotic Video Sponsor      \$1,500**

- Sponsor recognized as Patriotic Video Sponsor in Press Release published on [www.MySouthlakeNews.com](http://www.MySouthlakeNews.com)
- Sponsor recognized as Patriotic Video Sponsor when promotional video is released
- Business logo prominently displayed in Stars and Stripes 2022 promo video
- Business name displayed on [www.SouthlakeStarsandStripes.com](http://www.SouthlakeStarsandStripes.com) until October 1, 2022
- Business name displayed on event information kiosks

