



SOUTHLAKE
STARS & STRIPES

2024

SPONSORSHIP APPLICATION



CITY OF
SOUTHLAKE





SOUTHLAKE STARS & STRIPES

WEDNESDAY, JULY 3, 2024

5:00 - 11:00 P.M.

SOUTHLAKE TOWN SQUARE

ANTICIPATED ATTENDANCE: 30,000+

Make every moment magical by celebrating America's founding with an unforgettable night of family-friendly fun in Southlake, Texas. The annual Southlake Stars and Stripes event will be celebrating its 25th anniversary, while hosting tens of thousands in Town Square and nearby parks. This epic outdoor celebration features live music, family-friendly activities, and a variety of festive foods transforming the community into a huge patriotic party. Enjoy the entertainment, explore Southlake Town Square, and end the night with a dazzling display of fireworks that will illuminate the night sky!

Southlake Stars and Stripes is a FREE, Independence Day celebration that takes place in the heart of Southlake Town Square. Witness the City of Southlake's largest annual single-day event, while celebrating its 25th anniversary! This event includes some of the most diverse array of food vendors in the DFW Metroplex accompanied by activities for families, friends, and children of all ages! Stars and Stripes will host a patriotic ceremony, performances with live music, and display magnificent clusters of fireworks to commemorate the holiday!

SPONSORSHIP PACKAGES:

Platinum Presenting Sponsor (EXCLUSIVE - 1 available) : \$12,000

- **EXCLUSIVE Presenting Sponsor of Stars and Stripes**
 - Company brand receives EXCLUSIVE status with the Stars and Stripes name (e.g., "Stars and Stripes presented by [insert name]")
 - EXCLUSIVE category/product presence to an estimated 30,000+ attendees
 - EXCLUSIVE Rustin Pavilion Stage and Frank Edgar Cornish IV Stage sponsor
 - EXCLUSIVE VIP Area and Fireworks Show Sponsor
- **Platinum Presenting Sponsor recognition on the following materials:**
 - Sponsor recognition in paid and promotional advertising campaign
Logo recognition in print display and digital advertising:
 - City of Southlake e-blast newsletter (distribution to 6,000+ subscribers with a 50% open rate)
 - Select Southlake e-blast newsletter (distribution to 1,400 businesses)
 - Sponsor mention in event press release in Southlake's online news source, www.MySouthlakeNews.com
 - Digital and Social Media Marketing
 - Event Website, www.SouthlakeStarsandStripes.com, boasting over 25,000 page views each year
 - Logo displayed on www.SouthlakeStarsandStripes.com until October 1, 2024, and will include URL link to business website
 - Logo featured within social media posts
 - Two (2) Visit Southlake Facebook and Instagram posts will include tagging of sponsor with their social media handle
 - Digital Town Square Kiosk
 - Digital Town Square Kiosk advertisement displayed for 1 month leading up to event
 - Logo displayed during event on digital kiosk in Town Square
- **Promotional materials**
 - First priority of one (1) 10'x20' area to be in a premium high traffic area
 - One (1) 10'x20' tent, four (4) tables, six (6) chairs provided
 - Opportunity for company spokesperson to welcome attendees from Main Stage (Rustin Pavilion)
 - Logo displayed on Main Stage (Rustin Pavilion) and Secondary Stage (Frank Edgar Cornish, IV Park) signage
 - Logo displayed on event informational kiosks
 - Verbal recognition during the event and before/after fireworks show
 - Right to Exclusive Period of Negotiation for 2025 Title Sponsor
 - Deadline is October 1, 2024
 - Ten (10) complimentary event T-Shirts and five (5) VIP parking passes

Associate Silver Sponsor (EXCLUSIVE - 1 Available) : \$7,500

- **EXCLUSIVE Kids' Corner Sponsor**
- **EXCLUSIVE Cooling Zone Sponsor**
- **Associate Silver Sponsor recognition on the following materials:**
 - Media Coverage
 - Sponsor recognition in paid and promotional advertising campaign
 - Logo recognition in print display and digital advertising:
 - City of Southlake e-blast newsletter (distribution to 6,000+ subscribers with a 50% open rate)
 - Select Southlake e-blast newsletter (distribution to 1,400 businesses)
 - Sponsor mention in event press release in Southlake's online news source, www.MySouthlakeNews.com
 - Digital and Social Media Marketing
 - Event Website, www.SouthlakeStarsandStripes.com, boasting over 25,000 page views each year
 - Logo displayed on www.SouthlakeStarsandStripes.com until October 1, 2024, and will include URL link to business website
 - Digital Town Square Kiosk
 - Digital Town Square Kiosk advertisement displayed for 1 month leading up to event
 - Logo displayed during event on digital kiosk in Town Square
 - Promotional materials
 - One (1) 10'x10' area to be located in Kids' Corner OR cooling zone area
 - One (1) 10'x10' tent, two (2) tables, two (2) chairs provided
 - Verbal recognition throughout the event
 - Logo displayed on event informational kiosks
 - Five (5) complimentary event T-Shirts and two (2) VIP parking passes

Supporting Legacy Sponsor (1 of each available) : \$5,000

- **EXCLUSIVE T-shirt Sponsor OR Patriotic Place Sponsor**
- **Supporting Sponsor recognition on the following materials:**
 - Digital and Social Media Marketing
 - Sponsor mention in event press release in Southlake's online news source, www.MySouthlakeNews.com
 - Event Website (www.SouthlakeStarsandStripes.com), boasting over 25,000 views per year
 - Logo displayed on www.SouthlakeStarsandStripes.com until October 1, 2024, and will include URL link to business website
 - Digital Town Square Kiosk
 - Logo displayed during event on digital kiosk in Town Square
 - Promotional materials
 - One (1) 10'x10' area in Patriotic Place
 - One (1) 10'x10' tent, two (2) tables, two (2) chairs provided
 - Logo displayed on event informational kiosks
 - Verbal recognition throughout the event
 - Five (5) complimentary event T-Shirts (T-shirt Sponsor gets 10 t-shirts)

Patriotic Video Sponsor (EXCLUSIVE - 1 Available) : \$2,000

- **Digital and Social Media Marketing**
 - Sponsor mention in event press release in Southlake's online news source, www.MySouthlakeNews.com
 - Event Website, www.SouthlakeStarsandStripes.com, boasting over 25,000 page views each year
 - Logo displayed on www.SouthlakeStarsandStripes.com until October 1, 2024, and will include URL link to business website
- **Event Marketing**
 - Logo displayed on 2024 Stars and Stripes promotional video prior to the event
 - Promotional Video displayed on City of Southlake social media
 - Logo displayed on event informational kiosks

Contributing Red, White & Blue Sponsor (5 available) : \$1,500

Sponsor recognized as a Contributing Sponsor on the following materials:

- **Digital and Social Media Marketing**
 - Sponsor mention in event press release in Southlake's online news source, www.MySouthlakeNews.com
 - Event Website, www.SouthlakeStarsandStripes.com, boasting over 25,000 page views each year
 - Logo displayed on www.SouthlakeStarsandStripes.com until October 1, 2024, and will include URL link to business website
- **One (1) 10'x10' area inside of event footprint**
 - One (1) 10'x10' tent, two (2) tables, two (2) chairs provided
- **Logo displayed on event informational kiosks**

HOW TO BECOME A SPONSOR:

Step 1: Choose a Sponsorship Level

Review the sponsorship opportunities and list your top three preferences on the application form on the next page. Submit your application to Dylan Duque at dduque@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 2024 Stars and Stripes 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.

APPLICANT INFORMATION:

Please complete all information below

COMPANY:

CONTACT NAME:

TITLE:

WEB PAGE:

ADDRESS:

CITY:

STATE:

ZIP:

DAYTIME PHONE:

EMAIL:

Sponsorship Level Preference:

1st Preference:

2nd Preference:

3rd Preference:

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