



**SOUTHLAKE**  
STARS & STRIPES

# 2026

## SPONSORSHIP BROCHURE

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# SOUTHLAKE STARS & STRIPES

**Friday, JULY 3, 2026**  
**5:00 - 11:00 P.M.**

**SOUTHLAKE TOWN SQUARE**  
**ANTICIPATED ATTENDANCE: 27,000+**

## Past Sponsorship Examples



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 27th 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) : \$14,000

#### EXCLUSIVE Presenting Sponsor of Stars and Stripes

- o Company brand receives EXCLUSIVE status with the Stars and Stripes name (e.g., "Stars and Stripes presented by [insert name]")
- o EXCLUSIVE category/product presence to an estimated 30,000+ attendees
- o EXCLUSIVE Rustin Pavilion Stage and Frank Edgar Cornish IV Stage sponsor
- o EXCLUSIVE VIP Area and Fireworks Show Sponsor

#### Platinum Presenting Sponsor recognition on the following materials:

Sponsor recognition in 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
  - Champions Club digital display

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, 2026, 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 and Parking Garage Kiosks

- Digital Kiosk advertisement displayed for 1 month leading up to event
- Logo displayed during event on digital kiosk in Town Square

Digital Billboards

- Logo displayed on two (2) digital billboards

#### Promotional materials

- o 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
- o Opportunity for company spokesperson to welcome attendees from Main Stage (Rustin Pavilion)
- o Logo displayed on Main Stage (Rustin Pavilion) and Secondary Stage (Frank Edgar Cornish, IV Park) signage
- o Logo displayed on event informational kiosks
- o Verbal recognition during the event and before/after fireworks show
- o Right to Exclusive Period of Negotiation for 2027 Title Sponsor
  - Deadline is October 1, 2026
- o Ten (10) complimentary event T-Shirts and five (5) VIP parking passes

### Associate Silver Sponsor (EXCLUSIVE - 1 Available) : \$9,000

- EXCLUSIVE Kids' Corner and 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 and display advertising:
      - City of Southlake e-blast newsletter (distribution to 6,000+ Logo displayed on www.SouthlakeStarsandStripes.com until October 1, 2026, and will include URL link to business website
  - 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, 2026, 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 available) : \$6,000

- EXCLUSIVE 1 each T-shirt Sponsor (SOLD OUT) 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.My-SouthlakeNews.com
    - Event Website (www.SouthlakeStarsandStripes.com), boasting over 25,000 views per year
    - Logo displayed on www.SouthlakeStarsandStripes.com until October 1, 2026, 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)

### 250th Supporting Sponsor (SOLD OUT) : \$4,000

- EXCLUSIVE 250th Item Supporting 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. My-SouthlakeNews.com
    - Event Website (www.SouthlakeStarsandStripes.com), boasting over 25,000 views per year
    - Logo displayed on www.SouthlakeStarsandStripes.com until October 1, 2026, 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
      - One (1) 10'x10' tent, two (2) tables, two (2) chairs provided
    - Logo displayed on event informational kiosks
    - **Logo featured on exclusive 250th Stars and Stripes item**
    - Verbal recognition throughout the event
    - Five (5) complimentary 250th exclusive items

### Patriotic Video Sponsor (EXCLUSIVE - 1 available) : \$2,500

- Digital and Social Media Marketing
  - Sponsor mention in event press release in Southlake's online news source, www. MySouth-lakeNews.com
    - Event Website, www.SouthlakeStarsandStripes.com, boasting over 25,000 page views each year
    - Logo displayed on www.SouthlakeStarsandStripes.com until October 1, 2026, and will include URL link to business website
- Event Marketing
  - **Logo displayed on 2026 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 (1 available) : \$1,500

- Digital and Social Media Marketing
  - Sponsor mention in event press release in Southlake's online news source, www. MySouth-lakeNews.com
    - Event Website, www.SouthlakeStarsandStripes.com, boasting over 25,000 page views each year
    - Logo displayed on www.SouthlakeStarsandStripes.com until October 1, 2026, 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

### Showcase Sponsor (SOLD OUT) : \$500

\*New Sponsorship Tier\*

- One (1) 10'x10' area inside of event footprint
  - Must provide your own tent, tables, and chairs