

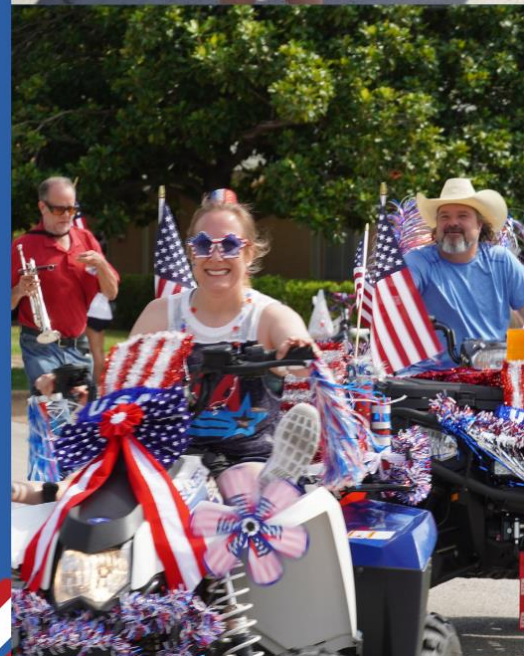
BE A PART OF SOMETHING
SPECTACULAR!



PARTNERSHIP OPPORTUNITIES

Market Your Organization &
Make A Positive Community Impact

CITY OF RICHLAND HILLS
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Event Information

- ★ July 4, 2022, 9:00 AM – 12 Noon
- ★ The Link Plaza, 6750 Baker Blvd, Richland Hills, TX 76118
- ★ Anticipated Attendance: 1,000

Enjoy some hometown fun at Richland Hill's Red, White & YOU! A variety of free activities including fun and interactive play with rides and gaming activities at Uncle Sam's Backyard, free arts and crafts at Lit'l Firecracker Creations, a patriotic parade, main stage entertainment and more.

Partnership Opportunities

Both monetary and in-kind donations are accepted. In-kind donations are defined as charitable donations of the sponsoring organization's inventory or services that fulfill the mission and purpose of the event.

Star Spangled Exclusive Sponsor - \$1,000

- ★ Sponsor recognition as the title sponsor on the following event promotion:
 - Advertisements on the Richland Radio station at The Link
 - The Link e-blast newsletter (distribution of 900+)
 - Social media event promotion
 - Digital flyer distribution (2,000+)
- ★ First Right of Refusal for 2023
- ★ Category/product exclusivity for the event
- ★ Logo prominently displayed on main stage
- ★ Display space of 10' x 20' in Park Plaza
- ★ Logo will be displayed prominently on event website
- ★ Logo prominently displayed on event informational signs
- ★ Sponsor will receive verbal recognition throughout the event
- ★ Logo displayed on "Thank You" page in the seasonal *Richland Hills Connection* magazine
- ★ Reserved table of eight at Main Stage
- ★ 5 VIP parking passes

All American Sponsor - \$750

- ★ Sponsor prominently recognized on the following event promotion:
 - The Link e-blast newsletter (distribution of 900+)
 - Social media event promotion
 - Digital flyer distribution (2,000+)
- ★ Logo displayed on main stage
- ★ Display space of 10' x 10' to distribute promotional materials
- ★ Logo displayed on event signage
- ★ Sponsor will receive verbal recognition throughout the event
- ★ Logo displayed on "Thank You" page in the seasonal *Richland Hills Connection* magazine
- ★ 1 VIP parking passes

Uncle Sam's Backyard Exclusive Sponsor - \$500

Fun and interactive play area with rides and other gaming activities.

Lit'l Firecracker Creations Exclusive Sponsor - \$500

Free arts and crafts creation area.

Each of the above exclusive sponsor options receive:

- ★ Sponsor prominently recognized on the following event promotion:
 - The Link's e-blast newsletter (distribution of 900+)
 - Social media event promotion on event date
 - Digital flyer distribution (2,000+)
- ★ Logo prominently displayed at selected activity site and other event signage
- ★ Display space of 10' x 10' to distribute promotional materials near activity site
- ★ Logo will appear on event signage
- ★ Sponsor will receive verbal recognition throughout the event
- ★ Name displayed on "Thank You" page in the seasonal *Richland Hills Connection* magazine

Hot Diggity Dog Sponsor - \$375 Cash or In-Kind*

- ★ Sponsor recognized on the following event promotion:
 - The Link's e-blast newsletter (distribution of 900+)
 - Social media event promotion on event date
 - Digital flyer distribution (2,000+)
- ★ Logo prominently displayed at free hot dog booth
- ★ Display space of 10' x 10' to distribute promotional materials near free hot dog booth
- ★ Logo will appear on event signage
- ★ Name displayed on "Thank You" page in the seasonal *Richland Hills Connection* magazine

Community Spirit Sparkler - \$250 Cash or In-Kind*

- ★ Display space of 10' x 10' at event
- ★ Name displayed on event signage
- ★ Name displayed on "Thank You" page in the seasonal *Richland Hills Connection* magazine

Parade Entry/Volunteer - Free

Wear your organization's t-shirt and promote your organization while you volunteer. Want to make a bigger impact? Decorate a vehicle and join the parade. Visit TheLinkRec.com/red-white-you to register.

- ★ Organization's name displayed on "Thank You" page in the seasonal *Richland Hills Connection* magazine for all groups whose members work three or more volunteer hours individually.





Partnership Application

Be a part of something spectacular by partnering with us on one of the City of Richland Hill's signature community events. Partnership packages are designed to effectively market your business/organization while making a positive impact on our community! The City of Richland Hills Red, White & YOU provides a family friendly event through the support of our sponsors and community partners. As a result of these collaborative efforts, the community can enjoy free admission and complimentary entertainment, attractions, crafts and so much more. Whether a monetary contribution or an in-kind donation, your support will earn your business face to face marketing in front of area residents and enhance your promotional campaign.

Organization Name _____

Contact Name _____ Title _____

Organization Address _____ City _____ Zip Code _____

Email Address _____ Phone _____

Website Address _____

Sponsorship Options: (Please check one.)

☐ All American Sponsor \$750

☐ Lit'I Firecracker Creations Sponsor \$500

☐ Community Spirit Sparklers \$250

☐ Star Spangled Exclusive Sponsor \$1000

☐ Uncle Sam's Backyard Sponsor \$500

☐ Hot Diggity Dog Sponsor \$375

☐ Parade Entry/Volunteer

All applications are on a first-come, first-served basis. All applications must contribute to the overall mission of the City of Richland Hills and align with our organizational values. City sponsored events are produced with a portion of public funds; therefore, sponsors may not engage in political advertising at any city event including any communications supporting or opposing a candidate for nomination or election to either a public office or office of a political party; or supporting or opposing an officeholder, a political party or a measure (a ballot proposition). In order to represent your organization to the best of our ability, we need your assistance to make it a success. Your organization's logo will be used in the corresponding sponsorship opportunities. To ensure your organization receives all promotional opportunities and benefits, signed application, sponsorship payment and your logo must be received forty-five (45) days prior to event date. Send your logo in a high-resolution PNG format to Dona Roth Kinney at dkinney@richlandhills.com. Sponsorship payments will be invoiced by the City of Richland Hills following your confirmation and must be paid within thirty (30) days of invoice. Contributions to a city are tax deductible under Section 16, USCA 170. Sponsor should consult with its own tax advisor concerning how this provision applies to the sponsor's particular tax situation.

Signature

Date

Return to Dona Roth Kinney, Special Event Supervisor, 6750 Baker Blvd, Richland Hills, 76118 or dkinney@richlandhills.com