

# The Bristol 4th of July Celebration

- ★ *Promote your products and services*
- ★ *General awareness and excitement*
- ★ *Recognition throughout New England*

## 2012 Sponsorship Prospectus

*A Unique American Experience*



*Bristol Fourth of July Committee  
P.O. Box 561, Bristol, Rhode Island 02809  
Dick Devault, General Chairman, 401.573.9453*

★ *[www.july4thbristolri.com](http://www.july4thbristolri.com)* ★

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### SPONSOR FEEDBACK

“For all of us at Roger Williams University, getting involved in the celebration offers a number of benefits. Whether it’s building a float, working with the committee or partnering on the Ball, our students and staff always look forward to participating. Furthermore, it’s one of the key ways the University reaches out to the community at large. The celebration is and will remain an important consideration as we continually investigate the most effective ways for the University to invest in the community.”

- Peter B. Wilbur  
Strategic Planning &  
Community Relations  
Office of the President  
Roger Williams University

### Be Visible. Create Excitement. Generate New Business.

Sponsorship at the 2012 Bristol 4th of July Celebration gives you the market exposure and mind-share you need to:

- Create an indelible impression
- Reinforce your brand message
- Grow your business

### The Bristol 4th of July Celebration Event Difference

Over a 3 month period starting in April the Bristol 4th of July Celebration generates millions of impressions through a variety of media. Over the course of our 227 year history the celebration has been recorded in newspapers, magazines, books, art, TV and film.

When one thinks of the Bristol 4th of July Celebration what comes to mind is a Unique American Experience: creative floats, talented marching bands, patriotic music from entertainment stars and a virtual cornucopia of events and activities. A casual onlooker can easily look past the business aspects of these events. However, the 227 year tradition of The Bristol 4th of July Celebration would not be possible without the companies that hold contracts with the Committee.

Working together the 4th of July Committee and its sponsors generate local, regional and national publicity and profits through their support and participation in America’s Oldest Continuous 4th of July Celebration.



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### LOCAL/REGIONAL



### The Bristol 4th of July Celebration Delivers High-Value Exposure

Event sponsorship puts you right in the thick of the action. Select a sponsorship level and use the event to leverage the drawing power for your business, organization or brand.

- Bristol 4th of July Celebration established in 1785 — oldest continuous celebration of its kind in the United States
- Touches 85%+ of Rhode Island's 1,000,000+ residents
- Front page NOTE in 50,000 Providence Journals
- 40,000 East Bay Newspaper circulation coverage
- Recognition in Event Programs
- Committee official web site link
- Six state distribution of Calendar of Events
- Tens of thousands of local and regional TV impressions
- V.I.P. — invitations to customers, clients and employees
- Full Celebration and Event passes
- Exclusive sponsorship opportunities available
- Recognized at your sponsor level in ads and press releases
- Listing your business on the Official Celebration Web site
- Use of 4th of July Celebration logo in your advertising

“The business of America is business”  
— President Calvin Coolidge

### Sponsorship Levels to Meet Your Needs

The 4th of July Committee will customize sponsorship packages according to your needs and business goals. To ensure that all sponsors are able to maximize their level of engagement availability is limited. We offer the following sponsorship packages:

- Presidential \$ 20,000
- Stars & Stripes \$ 10,000
- Patriot \$ 5,000
- Concert \$ 3,000
- Liberty \$ 2,500
- Freedom \$ 1,200
- Citizen \$ 500
- All American — Celebration Exclusive (Must be contracted by 2/28/2012)



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\$20,000

## 2012 Presidential Sponsorship



### 227th Bristol RI 4th of July Celebration "A Unique American Experience"

Be an *EXCLUSIVE* sponsor of one of our main 4th of July Celebration Events.

- Choose from:
- Concert Series ..... 12+ Concerts
  - Drum & Bugle Corps Competition ..... Corps from all across U.S.A.
  - Fireworks Spectacular ..... Viewed by tens of thousands
  - The 4th of July Ball ..... Bristol's *formal* community ball



### Sponsor Benefits & Promotion



- Six State distribution of sponsor name and logo in our Calendar of Events
- Full page ad — Official Souvenir Book — 50,000 plus readers
- Full page ad — Concert Series Program— 33,000 attendees
- Full page ad — Drum & Bugle Program — 15,000 plus readers
- Quarter Page ad — East Bay Newspaper — 40,000 circulation
- Front page NOTE on Providence Journal — 50,000 circulation
- Rt. 195 West LED billboard sponsor ads — minimum of 440 spots per day
- Live TV recognition during the Parade
- Recognized in press releases
- Radio spots during final two weeks of Celebration
- Sponsor publicly announced at sponsored event
- Sponsor logo banner displayed in *PRIME* location
- Sponsor logo banner displayed in 4th of July Parade — 100,000 plus spectators
- *Prime* positioning of sponsor float in Parade
- Sponsor name and logo on 4th of July Official Web site
- Sponsor Web site linked to 4th of July Celebration home page
- Sponsor announcements and updates: Twitter and Facebook — 12 weeks
- License to erect booth and distribute information
- Use of 4th of July Celebration logo in your advertising\*\*
- V.I.P. seats at Parade reviewing stand
- V.I.P. Tickets to 4th of July Celebration Events
- Framed 4th of July Celebration Commemorative print

\*\* Newspaper or magazine advertising only. Logo is forbidden to be used on manufactured items such as medallions, shirts, pins, etc. without the express written permission and samples provided to the Bristol 4th of July Committee for approval.



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\$10,000

## 2012 Stars & Stripes Sponsorship



### 227th Bristol RI 4th of July Celebration "A Unique American Experience"

Be a *CO-SPONSOR* of one of our main 4th of July Celebration Events

- Choose from:
- Concert Series ..... 12+ concerts
  - Drum & Bugle Corps Competition ..... Corps from all across U.S.A.
  - Fireworks Spectacular ..... Viewed by tens of thousands
  - The 4th of July Ball ..... Bristol's *formal* community ball



### Sponsor Benefits & Promotion

- Six State distribution of sponsor name and logo in our Calendar of Events
- Two-third page ad — Official Souvenir Book — 50,000 plus readers
- Full page ad — Concert Series Program— 33,000 attendees
- Half page ad — Drum & Bugle Program — 15,000 plus readers
- Eighth Page ad — East Bay Newspaper — 40,000 circulation
- Rt. 195 West LED billboard sponsor ads
- Live TV recognition during the Parade
- Recognized in press releases
- Sponsor publicly announced at sponsored event
- Sponsor logo banner displayed in *secondary* location
- Sponsor logo banner displayed in 4th of July Parade — 100,000 plus spectators
- *Secondary* positioning of sponsor float in Parade
- Sponsor name and logo on 4th of July Official Web site
- Sponsor Web site linked to 4th of July Celebration home page
- Sponsor announcements and updates: Twitter and Facebook — 12 weeks
- Use of 4th of July Celebration logo in your advertising\*\*
- Invitation to our June 14th Flag Day Ceremony and Reception
- V.I.P seats at Parade reviewing stand
- V.I.P. Tickets to 4th of July Celebration Events



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\$5,000

## 2012 Patriot Sponsorship



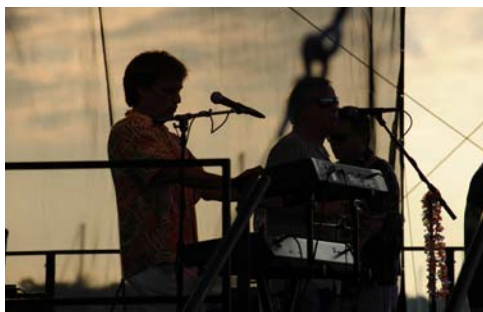
### 227th Bristol RI 4th of July Celebration “A Unique American Experience”

The Patriot level is one of the premier sponsorship levels with unique promotional and exposure opportunities including:

- Military & Town Reception
- Flag Day Reception
- Orange Crate Derby
- Parade Float
- Contributing Concert Series Sponsor

### Sponsor Benefits & Promotion

- Six State distribution of sponsor name and logo in our Calendar of Events
- Half page ad — Official Souvenir Book — 50,000 plus readers
- Sponsor Listing — East Bay Newspaper — 40,000 circulation
- Rt. 195 West LED billboard sponsor ads opportunity
- Recognized in press releases
- Prime positioning of sponsor float in Parade
- Sponsor name and logo on 4th of July Official Web site
- Sponsor Web site linked to 4th of July Celebration home page
- Sponsor announcements and updates: Twitter and Facebook — 12 weeks
- Sponsors name and logo displayed at concert
- High visibility Parade entry
- Invitation to our June 14th Flag Day Ceremony and Reception
- Reserved V.I.P seats at Parade reviewing stand
- V.I.P. invitations to the Reception for Military & Town Officials



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\$3,000

## 2012 Concert Sponsorship



### 227th Bristol RI 4th of July Celebration "A Unique American Experience"

The Bristol, Rhode Island 4th of July Concert Series is one of the most popular events of the celebration. The concert series is staged at Independence Park overlooking breathtaking Narragansett Bay and attended by thousands of visitors each and every night. If you're looking to align your business or brand with world class performances and a sense of pride in being an American. . . *This is it!*



### Sponsor Benefits & Promotion

This is your opportunity to become a sponsor of one or more evenings of music and entertainment. In 2011 the Concert Series had 12+ nightly concerts viewed by over 33,000 people.



- Sponsor a single concert or *special* multiple concert packages
- Six State distribution of sponsor name and logo in our Calendar of Events
- One-third page ad — Official Souvenir Book — 50,000 plus readers
- Sponsor Listing — East Bay Newspaper — 40,000 circulation
- Rt. 195 West LED billboard sponsor ads opportunity
- Recognized in press releases
- Sponsor's name and logo banner displayed at concert(s)
- Sponsor's publicly announced at concert(s)
- Sponsor name on Concert Series web page with a link to your site
- Invitation to our June 14th Flag Day Ceremony and Reception
- Invitation to the Chief Marshal's Reception



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\$2,500

## 2012 Liberty Sponsorship



### 227th Bristol RI 4th of July Celebration “A Unique American Experience”

In early July a convoy of drum and bugle corps buses from all over America converge on Bristol, Rhode Island to compete in the traditional Drum and Bugle Corps Competition. Each corps is a classic American musical ensemble of spirited musicians of 100 plus — with brass horns, trumpets, flag carriers and rifle flipping color guards all marching in step in front of thousands of exuberant onlookers.



### Sponsor Benefits & Promotion

This high-visibility sponsorship opportunity includes many unique promotional channels.



- Six State distribution of sponsor name and logo in our Calendar of Events
- One-Third page ad — Official Souvenir Book — 50,000 plus readers
- Sponsor Listing — East Bay Newspaper — 40,000 circulation
- Recognized in press releases
- Sponsor name and logo on 4th of July Official Web site with link to your Web site
- Sponsor name and banner displayed at Drum & Bugle Competition
- Sponsor publicly announced at Drum & Bugle Competition
- V.I.P. seats at Drum & Bugle Corps Competition
- Invitation to our June 14th Flag Day Ceremony and Reception
- Invitation to the Chief Marshal's Reception
- V.I.P. seats at Parade Reviewing Stand



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## \$1,200

### SPONSOR FEEDBACK

“Last year we sponsored the Miss 4th of July Float and the Aerial Photo for the committee. The return on my investment in new business and PR was exceptional. I would say the increase was at least 20% and definitely more brand awareness as a result. People want to support businesses that support local events. I would highly recommend, to other potential sponsors, the 4th of July Celebration as a great marketing tool. It’s a perfect venue to get more bang for your buck.”

– *Alayne White*  
Owner  
Alayne White Spa

## 2012 Freedom Sponsorship

### 227th Bristol RI 4th of July Celebration “A Unique American Experience”

The Annual Bristol 4th of July Celebration, established in 1785, is the oldest continuous celebration of its kind in the United States. With over 45 events and a Parade that annually draws over 100,000 spectators and is viewed by countless more on TV it offers sponsors an opportunity to influence people’s awareness of their business and their brand.

### Sponsor Benefits & Promotion

Support our Celebration and share in Bristol’s tradition and history.

- Six State distribution of sponsor name and logo in our Calendar of Events
- One-Quarter page ad — Official Souvenir Book — 50,000 plus readers
- Sponsor Listing — East Bay Newspaper — 40,000 circulation
- Sponsor name and banner displayed at a selected event
- Sponsor publicly announced at a Celebration event
- Sponsor name and logo on 4th of July Official Web site with link to your Web site
- Invitation to our June 14th Flag Day Ceremony and Reception
- Invitation to the Chief Marshal’s Reception
- V.I.P. seats at Parade Reviewing Stand



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## \$500

### SPONSOR FEEDBACK

“We have been a proud and long-time sponsor of various 4th of July Celebration events. As an established Bristol business, we are committed to building our business by working with this tremendous annual celebration.”

— Lisa and Gail  
Owners  
Gil's Television & Appliances

## 2012 Citizen Sponsorship

### 227th Bristol RI 4th of July Celebration “A Unique American Experience”

Each year the Bristol 4th of July Committee is privileged to partner with small businesses, corporations and associations to develop sales and marketing initiatives to promote their products and or services and to create local and regional awareness of their businesses or brands. We look forward to doing the same for you!

### Sponsor Benefits & Promotion

Support our Celebration and share in Bristol's tradition and history.

- Six State distribution of sponsor name and logo in our Calendar of Events
- One-Eighth page ad — Official Souvenir Book — 50,000 plus readers
- Sponsor Listing — East Bay Newspaper — 40,000 circulation
- Sponsor name and logo on 4th of July Official Web site with link to your Web site
- Invitation to our June 14th Flag Day Ceremony and Reception
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## 2011 4th of July Calendar of Events



- |       |   |        |  |
|-------|---|--------|--|
| April | 50's Rock n' Roll Dance   | July   | Concert: "John Allmark & East Side Horns"<br>Drum & Bugle Corps Competition  |
| May   | Card Party<br>Miss & Little Miss 4th of July Pageant<br>Celebrity Roast<br>Clamboil<br>Patriotic Photo Contest  |        | Concert: "The Bristol County Chorus"<br>Concert: "Michael Dimucci"<br>4th of July Ball<br>Concert: "The New Era Jazz Band"<br>Concert: "Mixed Emotions"<br>Chief Marshal's Reception |
| June  | Flag Day Ceremony & Reception<br>Walk of Freedom<br>Patriotic Decorating Competition<br>Old Fashioned Days<br>Vintage Baseball Game<br>Cultural Night<br>5K Road Race<br>Concert: "Rune"<br>Concert: "Band of Brothers"<br>Military & Town Officials Reception<br>Concert: "US Navy Concert Band"<br>Rockwell Amusement Carnival<br>Celebration of SPIRIT Catboat Weekend<br>Concert: "Bristol Senior Citizens Chorus"<br>Concert: "The British Invasion"<br>Interfaith Service<br>Concert: "The Gerry Grimo Jazz Ensemble"<br>Concert: "The Nicolas King Quintet"<br>Concert: "East Bay Wind Ensemble"<br>Concert: "Patrick McAloon Band"<br>Concert: "Sixwire"<br>Concert: "US Air Force Band of Liberty" | August | Freedom Festival<br>Antique Car Show<br>Golf Tournament  |



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## 2012 Sponsor Form

### FROM THE CHAIRMAN

On behalf of the Bristol Fourth of July Committee I would like to express my sincere thanks for your support of the Fourth of July Celebration. This year we celebrate our 227th Anniversary of the longest, continuous celebration in the United States. This tradition continues because of our sponsors and supporters.

In the spirit of the Fourth.

– Dick Devault  
General Chairman

### 227th Bristol RI 4th of July Celebration “A Unique American Experience”

Company Name

Address

City/Town

State

Zip Code

Contact Name

Telephone

E-mail

Company Web site

Print Name

Signature

Please select the Sponsor Package:

- PRESIDENTIAL** \$20,000
- STARS & STRIPES** \$10,000
- PATRIOT** \$5,000
- CONCERT** \$3,000
- LIBERTY** \$2,500
- FREEDOM** \$1,200
- CITIZEN** \$500

Please specify an event (If applicable):

Comment/Additional information:



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