

The Bristol 4th of July Celebration

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

\$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.



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

★ www.july4thbristolri.com ★