



Celebrate
SOUTHLAKE

2024

SPONSORSHIP APPLICATION



CITY OF
SOUTHLAKE



CELEBRATE SOUTHLAKE

SATURDAY, SEPTEMBER 7, 2024

2:00 P.M. - 7:00 P.M.

SOUTHLAKE TOWN SQUARE

ANTICIPATED ATTENDANCE: 2,500+

Where joy meets community. Celebrate Southlake is an event dedicated to commemorating our city's birthday and showcasing everything that makes Southlake extraordinary. Local organizations, community groups, and non-profits are the heart of this event celebrating this vibrant community and making it an unforgettable experience for everyone.

Each year, the City of Southlake hosts Celebrate Southlake, an event dedicated to celebrating the history, culture, and community of Southlake, Texas. During this event, community members come together to share their diverse cultural experiences through live performances, group activities and festive foods. This year, the celebration will take place in Family and Rustin Park located in Southlake Town Square on Saturday, September 7, 2024, from 2 p.m. – 7 p.m.

SPONSORSHIP PACKAGES:

Celebrate Champion Sponsor (EXCLUSIVE - 1 available) : \$4,000

EXCLUSIVE Presenting Sponsor of Celebrate Southlake

- Company brand receives EXCLUSIVE status with the Celebrate Southlake name (e.g., “Celebrate Southlake presented by [insert name]”)
- EXCLUSIVE category/product presence to an estimated 2,500+ attendees
- EXCLUSIVE Rustin Pavilion Stage sponsor

Gold Presenting Sponsor recognition on the following materials:

- 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

- Logo displayed on event website <https://bit.ly/3LrRUxV> until March 1, 2025, and will include URL link to business website

Logo featured within social media posts

- Visit Southlake Facebook and Instagram posts will include tagging of sponsor with their social media handle
- City of Southlake Facebook event promotion

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) signage
- Verbal recognition during the event
- Right to Exclusive Period of Negotiation for 2025 Title Sponsor
 - Deadline is March 1, 2025

Heritage Hero Sponsor (EXCLUSIVE - 1 Available) : \$2,500

- **Celebrate Silver Sponsor recognition on the following materials:**
 - Media Coverage
Sponsor recognition in paid and promotional advertising campaign
 - Sponsor mention in event press release in Southlake's online news source, www.MySouthlakeNews.com
 - Digital Marketing
 - Logo displayed on event website <https://bit.ly/3LrRUxV> until March 1, 2025, 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 inside of event footprint
 - One (1) 10'x10' tent, two (2) tables, two (2) chairs provided
 - Verbal recognition throughout the event

Traditions Keeper Sponsor (EXCLUSIVE - 1 Available) : \$2,000

- **EXCLUSIVE T-shirt Sponsor**
- **Supporting Sponsor recognition on the following materials:**
 - Digital Marketing
 - Logo displayed on event website <https://bit.ly/3LrRUxV> until March 1, 2025, 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 inside of event footprint
 - One (1) 10'x10' tent, two (2) tables, two (2) chairs provided
 - Verbal recognition throughout the event
 - Five (5) complimentary event T-Shirts

Celebrate Friend Sponsor (multiple available) : \$1,000

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
 - Logo displayed on event website <https://bit.ly/3LrRUxV> until March 1, 2025, 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

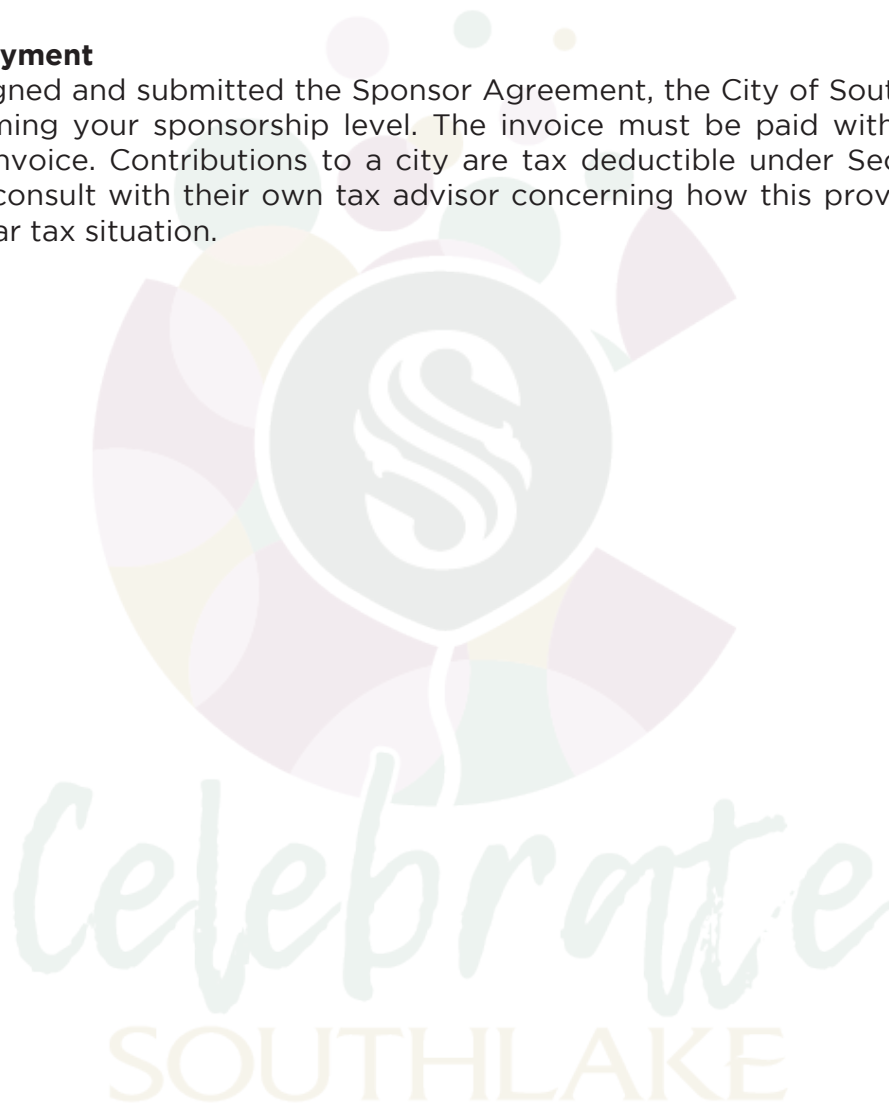
Review the sponsorship opportunities and list your top three preferences on the application form on the next page. Submit your application to Lauren Kimberly at lkimberly@ci.southlake.tx.us.

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.

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