

**LAX COASTAL
FOURTH OF JULY PARADE**

presents



**SOUNDS
OF
SUMMER**



**JOIN US THURSDAY, JULY 4, 2024
11 AM ★ LOYOLA BLVD**

LAXCOASTAL.COM

2024 PARADE SPONSORSHIP OPPORTUNITIES

Dear Parade Supporter:

Planning is now underway for the 24th Annual Fourth of July Parade! No event in our LAX Coastal area brings the community together like the Fourth of July Parade, and we are thrilled to host Westchester's largest and most beloved event. Over the past two decades, the parade has not only become an important neighborhood tradition, but also an unparalleled opportunity to celebrate community, strengthen relationships, highlight our local organizations, and showcase our sponsors!

With the support of our members, sponsors and volunteers, we look forward to continuing our legacy of creating a fun, exciting and can't-miss community event.

Of course, this event is not possible without your generous support! Please consider one of the following sponsorships and promoting your business:



ADMIRAL SPONSOR \$5,000

- 3 commercials at parade
- Opportunity to have pop-up booth at premium location (up to 2) *
- Premium logo on: all collateral materials, community banners, opening banner walked down Loyola Blvd. and parade program distributed via the *Hometown News*
- Access for 8 to VIP Parade Tent & Breakfast
- Premium logo on Parade T-Shirt
- Sponsorship opportunity for: Announcer Booth (3 available)
- Recognition in chamber weekly email
- Opportunity to pass out swag along parade route*

PATRIOT SPONSOR \$1,000

- Logo on: all collateral materials, community banners, opening banner walked down Loyola Blvd. and parade program distributed via the *Hometown News*
- Access for 2 to VIP Parade Tent & Breakfast



CELEBRATION SPONSOR \$2,750

- 2 commercials at parade
- Deluxe logo on: all collateral materials, community banners, opening banner walked down Loyola Blvd. and parade program distributed via the *Hometown News*
- Recognition in chamber weekly email
- Access for 4 to VIP Parade Tent & Breakfast
- Deluxe Logo on Parade T-Shirt
- Opportunity to pass out swag along parade route*

FRIEND OF PARADE SPONSOR \$500

- Name on: all collateral materials, community banners, opening banner walked down Loyola Blvd. and parade program distributed via the *Hometown News*
- Access for 2 to VIP Parade Tent & Breakfast



STAR SPONSOR \$1,750

- 1 commercials at parade
- Logo on: all collateral materials, community banners, opening banner walked down Loyola Blvd. and parade program distributed via the *Hometown News*
- Access for 2 to VIP Parade Tent & Breakfast
- Logo on Parade T-Shirt
- Opportunity to pass out swag along parade route*

+ SCHOOL/NONPROFIT SUPPORTER \$500

Interested in helping a school or nonprofit achieve their goal to build an engaging and creative parade entry?

Consider adding this support tier to your sponsorship level to:

1. Provide an opportunity for organizations to participate that are facing financial barriers.
2. Provide the additional funding needed to create a memorable float and expand STEM learning.

Sponsors will receive a banner to accompany entry to acknowledge their support of this initiative.



PASSING OUT PARADE SWAG

Title, Admiral, Celebration and Star Sponsors are invited to pass out branded swag to the crowd prior to the start of the parade at 11 a.m.

All sponsors are required to register/confirm their swag item with the Chamber to ensure there isn't a duplication of items. Returning sponsors are invited to retain the right to exclusivity on their branded items (excluding clothing, flyers, patriotic swag and items like candy).*

Sponsors are asked to cease passing out items along the route after the launch of the first parade entry to allow guests to enjoy the parade with limited interruptions. Exceptions to this request are items that have been designated as being a parade essential item including*:

- Water
- Programs
- Sunscreen
- Flags

Sponsors are welcome to continue to pass out swag at their booth location.

Need assistance to brainstorm swag? Contact the chamber to discuss creative ways to maximize your sponsorship.

SPONSOR BOOTHS ALONG PARADE ROUTE

SHOWCASE YOUR BUSINESS & SHOW YOUR SUPPORT FOR WESTCHESTER'S LARGEST EVENT

Our Title and Admiral Sponsors have the opportunity to set up a booth along the parade route for extra promotion and visibility to the crowd. Title sponsors are entitled to up to 3 branded pop-up tents. Admiral sponsors are entitled to up to 2 branded pop-up tents. Returning sponsors are invited to retain their location year after year. Premium locations are limited. Please see map below.

