



# BECOME A SPONSOR

*of Moreno Valley's Signature Event*

Partner with the City of Moreno Valley to receive company exposure to tens of thousands while showcasing your community support to the community!

The 4th of July Parade & FunFest is Moreno Valley's largest special event that hosts a multi-mile parade along Frederick Street featuring floats, marching bands, specialty vehicles, equestrians, and more.

The FunFest features live entertainment, youth fun zone (games, inflatables, crafts), food vendors, beer garden and an awesome spot on the grass to watch the best fireworks show in the Inland Empire.

PRESRTO STD  
EGRWSS  
U.S. POSTAGE PAID  
MORENO VALLEY, CA  
PERMIT NO. 153

**PARKS & COMMUNITY SERVICES**  
14075 Frederick Street  
P.O. Box 88005, Moreno Valley, CA 92552-0805  
951.413.3280 | [www.movalparks.org](http://www.movalparks.org)



# CITY OF MORENO VALLEY 4TH OF JULY PARADE & FUNFEST



## SPONSORSHIP GUIDE





# SPONSORSHIP LEVELS

Levels can be customized to suit your needs.

## PRESENTING SPONSOR | \$10,000

### INCLUDES LIBERTY SPONSOR BENEFITS PLUS:

Full-color, full-page, back cover advertising in post event Moreno Valley Soaring Activity Guide with distribution to 59,000 residences and businesses

Recognition/logo on all City-produced event marketing including but not limited to: fliers, posters, press releases, t-shirts, social media, video promotions, and government channel (MVTV-3) (submission deadline applies)

Six (6) 4th of July t-shirts and FunFest admission with access to VIP parking

Opportunity to introduce performer(s) at FunFest

Recognition on banners prominently placed at the FunFest main entrance gate, two additional entrances, and at the main stage

Placement of sponsor-provided banners (max 4) within the festival (excludes festival entrances and main stage)

Recognition on City and Parks & Community Services website homepages (approximately 30,000 weekly visits)

Recognition in government channel programming (MVTV-3) from June 1 - July 29

Opportunity to provide promotional items for distribution day of event (approximately 25,000)

## LIBERTY SPONSOR | \$5,000

### INCLUDES PATRIOT SPONSOR BENEFITS PLUS:

Half-page advertising in a post-event Moreno Valley Soaring Activity Guide with distribution to 59,000 residences and businesses

Logo on 4th of July t-shirts and Four (4) 4th of July t-shirts (submission deadline applies)

Four (4) FunFest admissions and access to VIP parking

Recognition of company/organization in At Work (City of Moreno Valley e-newsletter) June issue

## PATRIOT SPONSOR | \$2,500

### INCLUDES FIRECRACKER SPONSOR BENEFITS PLUS:

Quarter-page advertising in a post-event issue of Moreno Valley Soaring Activity Guide with distribution to 59,000 residences and businesses

Inclusion of company/organization logo on all press releases and public service announcements

Access to VIP Breakfast at the 4th of July Parade

## FIRECRACKER SPONSOR | \$1,000

### INCLUDES SPARKLER SPONSOR BENEFITS PLUS:

Eighth-page advertising in a post-event issue of Moreno Valley Soaring Activity Guide with distribution to 59,000 residences and businesses

Informational booth space (15'x15' only — does not include canopy or tables)

## SPARKLER SPONSOR | \$500

### INCLUDES FREEDOM SPONSOR BENEFITS PLUS:

One (1) 4th of July Parade entry

Logo recognition on sponsor banner placed at the FunFest main entrance gate

## FREEDOM SPONSOR | \$250

Four (4) Family FunFest entries

Recognition as a FunFest sponsor in post-event issue of Moreno Valley Soaring Activity Guide, with distribution to 59,000 residences and businesses

Recognition of company/organization during announcements at FunFest and 4th of July Parade

**THE CITY OF MORENO VALLEY IS UNDER NO OBLIGATION TO ACCEPT SPONSORSHIP FUNDS FROM ANY INDIVIDUAL OR ENTITY. TERMS AND CONDITIONS ARE SUBJECT TO FINAL APPROVAL BY THE MORENO VALLEY CITY COUNCIL.**

# PLEDGE FORM

Company/Organization Name

Contact

Address

City

State Zip

Phone

Cell Phone

Email

- FREEDOM SPONSOR** FOR SPONSORSHIPS OF \$250
- SPARKLER SPONSOR** FOR SPONSORSHIPS OF \$500
- FIRECRACKER SPONSOR** FOR SPONSORSHIPS OF \$1,000
- PATRIOT SPONSOR** FOR SPONSORSHIPS OF \$2,500
- LIBERTY SPONSOR** FOR SPONSORSHIPS OF \$5,000
- PRESENTING SPONSOR** FOR SPONSORSHIPS OF \$10,000

For questions please call:  
951.413.3163

**Please make checks payable to:  
City of Moreno Valley**

Please return pledge form  
and payment to

MAYRA GONZALEZ  
Community Services Outreach Manager  
City of Moreno Valley  
Parks & Community Services Department  
14075 Frederick Street.  
P.O. Box 88005, Moreno Valley,  
CA 92552-0805

