

# July 3<sup>rd</sup> Fireworks & Beach Party

Annually takes place the day before Independence Day

July 3, 2018, 7-10pm, Beach Party takes place outside the N. Tahoe Event Center, the fireworks display is from the lake off Kings Beach State Rec. Area

Estimated Beach Party Attendance: 500-750 - *estimated 20% residents, 80% visitors*

Estimated Fireworks Attendance: 10,000 – *estimated 40% residents, 60% visitors*



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## Freedom Sponsorship: \$3,000

1. Prominent Color logo included on:
  - a. All event marketing collateral and print advertising
  - b. Dedicated NTBA event webpage; live year-round and promoted from homepage from mid May - mid July
    - i. <http://www.northtahoebusiness.org/july-3rd-fireworks-beach-party/>
  - c. NTBA's online event calendar listing
  - d. Two event banners to be displayed at the venue
2. Business name:
  - a. Included as a sponsor in NTBA e-Newsletter(s) articles about event
  - b. Included as a sponsor in NTBA press release(s) about event
3. Sponsor presence at the event:
  - a. Up to 10'x10' booth staffed with sponsor reps or distribution of sponsor materials/promo items at NTBA booth; requires prior NTBA approval
4. Opportunity to hang sponsor banner at venue; requires prior NTBA approval
5. Thanked over the PA system as a sponsor a minimum of six (6) times at the Beach Party
6. Six (6) Complimentary Preferred Fireworks Seating tickets (transferable)
7. Ten (10) Complimentary Beach Party drink tickets (transferable)
8. Ten (10) Complimentary Beach Party food tickets (transferable)

## Liberty Sponsor: \$1,500

1. Color logo included on:
  - a. All event marketing collateral and print advertising
  - b. Dedicated NTBA event webpage; live year-round and promoted from homepage mid May - mid July
    - i. <http://www.northtahoebusiness.org/july-3rd-fireworks-beach-party/>
  - c. NTBA's online event calendar listing
  - d. Event banners to be displayed at the venue
2. Business name included:
  - a. As a sponsor in NTBA e-Newsletter(s) article about event
  - b. As a sponsor in NTBA press release(s) about event
3. Thanked over the PA system as a sponsor a minimum of three (3) times at the Beach Party
4. Two (4) Complimentary Preferred Fireworks Seating tickets (transferable)
5. Four (8) Complimentary Beach Party drink tickets (transferable)

## **Stars & Stripes Sponsor: \$1,000**

6. Color logo included on:
  - a. All event marketing collateral and print advertising
  - b. Dedicated NTBA event webpage; live year-round and promoted from homepage from mid May - mid July
    - i. <http://www.northtahoebusiness.org/july-3rd-fireworks-beach-party/>
  - c. NTBA's online event calendar listing
  - d. Event banners to be displayed at the venue
7. Business name included:
  - a. As a sponsor in NTBA e-Newsletter(s) article about event
  - b. As a sponsor in NTBA press release(s) about event
8. Thanked over the PA system as a sponsor a minimum of three (3) times at the Beach Party
9. Two (2) Complimentary Preferred Fireworks Seating tickets (transferable)
10. Four (4) Complimentary Beach Party drink tickets (transferable)

## **Independence Sponsor: \$500**

1. Color Logo included:
  - a. On dedicated NTBA event webpage; live year around and promoted from homepage from mid May - mid July
    - i. <http://www.northtahoebusiness.org/july-3rd-fireworks-beach-party/>
  - b. On event banners to be displayed at the venue
  - c. On rack cards (2,000 distributed in NTBA's District)
2. Business name included:
  - a. As a sponsor on event poster (150 distributed throughout North Lake Tahoe)
  - b. As a sponsor on NTBA's online calendar event listing
  - c. As a sponsor in NTBA e-Newsletter(s) articles about event
  - d. As a sponsor in NTBA press release(s) about event
3. Thanked over the PA system as a sponsor a minimum of three (3) times at the Beach Party
4. Four (4) Complimentary Beach Party drink tickets (transferable)

## **Eagle Sponsor: \$250**

1. Thanked over the PA system as a sponsor a minimum of two (2) times at the Beach Party
2. Two (2) Complimentary Beach Party drink tickets (transferable)
3. Business name included as a sponsor in NTBA e-Newsletter(s) articles about event
4. Business name included as a sponsor in NTBA press release(s) about event

## **Patriot Sponsor: \$100 - \$200**

1. Thanked over the PA system as a sponsor a minimum of one (1) time at the Beach Party
2. Business name included as a sponsor in NTBA e-Newsletter(s) articles about event
3. Business name included as a sponsor in NTBA press release(s) about event