

Kings Beach Fireworks

Annually takes place the day before Independence Day

July 3, 2021, 7-10pm

Beach Party takes place outside the N. Tahoe Event Center

Fireworks display is from the lake off Kings Beach State Recreation Area

Estimated Fireworks Attendance: 10,000 – est. 40% residents, 60% visitors

Estimated Beach Party Attendance: 500-750 - est. 20% residents, 80% visitors



Sponsorship Opportunities

Freedom Sponsorship: \$3,000

1. Prominent Color logo included on:
 - a. All event marketing collateral and print advertisements
 - b. Dedicated NTBA event webpage (live year-round and promoted from homepage for approximately 45 days prior to the event); logo linked to sponsor's URL
 - c. NTBA's online event calendar listing
 - d. Two event banners displayed at the venue
2. Business name included:
 - a. As a sponsor on NTBA's Facebook Event Page
 - b. As a sponsor in NTBA press release(s) about event
3. At-venue benefits:
 - a. Up to 10'x10' booth staffed with sponsor reps or distribution of sponsor materials/promo items at event bar; must be pre-approved
 - b. Opportunity to hang sponsor banner at venue; must be pre-approved
 - c. Thanked over the PA system as a sponsor a minimum of six (6) times at the Beach Party
4. Six (6) Complimentary Preferred Fireworks Seating tickets (transferable)
5. Ten (10) Complimentary Beach Party drink tickets (transferable)
6. Ten (10) Complimentary Beach Party food tickets (transferable)

Liberty Sponsorship: \$1,500

1. Color logo included on:
 - a. All event marketing collateral and print advertisements
 - b. Dedicated NTBA event webpage (live year-round and promoted from homepage for approximately 45 days prior to the event); logo linked to sponsor's URL
 - c. NTBA's online event calendar listing
 - d. Event banners to be displayed at the venue
2. Business name included:
 - a. As a sponsor on NTBA's Facebook Event Page
 - 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 (2) Complimentary Preferred Fireworks Seating tickets (transferable)
5. Four (4) Complimentary Beach Party drink tickets (transferable)

see page 2 for more options

Kings Beach Fireworks, continued

Stars & Stripes Sponsorship: \$1,000

1. Color logo included on:
 - a. All event marketing collateral and print advertisements
 - b. Dedicated NTBA event webpage (live year-round and promoted from homepage for approximately 45 days prior to the event); logo linked to sponsor's URL
 - c. NTBA's online event calendar listing
 - d. Event banners to be displayed at the venue
2. Business name included:
 - a. As a sponsor on NTBA's Facebook Event Page
 - 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 (2) Complimentary Preferred Fireworks Seating tickets (transferable)
5. Two (2) Complimentary Beach Party drink tickets (transferable)

Independence Sponsorship: \$500

1. Color Logo included:
 - a. Dedicated NTBA event webpage (live year-round and promoted from homepage for approximately 45 days prior to the event); logo linked to sponsor's URL
 - b. On event banners to be displayed at the venue
 - c. On rack cards (3,000 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 on NTBA's Facebook Event Page
 - 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 on NTBA's Facebook Event Page
4. Business name included as a sponsor in NTBA press release(s) about event

Patriot Sponsor: \$150

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 on NTBA's Facebook Event Page
3. Business name included as a sponsor in NTBA press release(s) about event