# 4TH OF JULY PARADE SPONSORSHIP

Chico Area Recreation & Park District
Est. 1948

## Support the Tradition, Shine in the Spotlight!

Join us in making Chico's 4th of July Parade an unforgettable community celebration and celebrate 250 years of independence! As a sponsor, your business will be front and center, gaining valuable exposure while supporting a new local tradition. With varying sponsorship levels, you'll enjoy benefits such as recognition on CARD's social media, being featured on our event webpage, and more. Don't miss this opportunity

**All sponsors get entry in the parade!**

## 2025 Parade Overview

The 4th of July Parade brings thousands of community members together in the heart of Chico, creating a lively and patriotic celebration. As a sponsor, your business will be seen by a vast audience, from local families to visitors, making a lasting impression on the community.

**2025 Parade**
**5,000** attendees

**9**
2025 Sponsors

**98**
Parade Floats & Entries

**35**
Local Volunteers




## Audience Snapshot

**13,675** Facebook Followers

**257.6k** Monthly FB Reach

**5,500** Instagram Followers

**48.9k** Monthly IG Reach

**306.5k** total social reach

**157.7k** average monthly website visitors

**18.5k** email subscribers

**35%** email open rate






**chicorec.gov/parade-sponsor • or call 530-895-4711**

DOWNTOWN CHICO ★ CARD ★ JULY 4TH • 9 AM

# 4TH OF JULY PARADE Sponsorship Levels

| Sponsorship Benefits | Stars & Stripes $500 | Red, White, & Blue $1k | Freedom Friend $2.5k | Patriotic Partner $5k | Title Sponsor: Liberty Leader $10k |
|---|---|---|---|---|---|
| Parade entry for your business/organization | ☑ | ☑ | ☑ | ☑ | ☑ |
| Name featured on website and logo featured on social media | ☑ | ☑ | ☑ | ☑ | ☑ |
| Recognition in event emails | ☑ | ☑ | ☑ | ☑ | ☑ |
| Logo placement on stage banners and event signage | | ☑ | ☑ | ☑ | ☑ |
| Special acknowledgment by the parade emcee | | ☑ | ☑ | ☑ | ☑ |
| Logo & link on event webpage | | ☑ | ☑ | ☑ | ☑ |
| Larger logo placement on stage banners and event signage | | | | ☑ | ☑ |
| Reserved VIP seating section along the parade route | | | | ☑ | ☑ |
| Prominent logo placement on the main parade banner | | | | ☑ | ☑ |
| Exclusive stage banner or pop-up featuring only your organization | | | | | ☑ |
| Exclusive Title Sponsor recognition: '4th of July Parade brought to you by [Your Business Name]' on all event materials. | | | | | ☑ |

**To guarantee all high-level sponsor benefits, sponsorships must be confirmed and paid in full by Friday, May 30, 2025.*

*Secure your sponsorship today!*

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