

Rancho Bernardo's Spirit of the Fourth 2019
"Celebrating Our Golden Year"



For 50 years, Rancho Bernardo's Spirit of the Fourth Committee has organized this community celebration of our nation's birthday. Our many events include the Patriotic Pet contest, Community Fair, Motor Show, RB Star competition, Veterans Memorial Ceremony, parade, and fireworks show and attracts an estimated 15,000 spectators to Rancho Bernardo. Our celebration is a major regional event, the oldest and largest in San Diego County, and named an Editor's Pick for Family Magazine's "The County's Award-Winning Guide to Family Activities".

All Sponsors Receive:

- Your business name prominently featured on all event printed materials, including promotional posters, day of event cards distributed at all area hotels; and on our website and other materials
- Banners at the events
- Your business featured on all social media promotions, including a sponsor banner throughout our website with a click-link to your website
- Booth availability at the Community Fair
- Press releases and print advertisements highlighting the sponsorship and targeted event, including an ad in the Rancho Bernardo News Journal, inclusion in our program which is distributed to over 25,000 Rancho Bernardo and North Poway residents prior to the event.

www.SpiritoftheFourth.org president@spiritofthefourth.org
PO Box 270736, San Diego CA 92198

Rancho Bernardo's Spirit of the Fourth 2019
"Celebrating Our Golden Year"

- VIP seating for the parade and evening fireworks
- Invitations to the afternoon VIP Reception with elected officials and local business leaders
- A letter acknowledging and documenting your financial contribution for tax purposes



Rancho Bernardo's Spirit of the Fourth 2019
"Celebrating Our Golden Year"

Spirit of the Fourth 2019 Sponsorship Form

Contact Name: _____ Title: _____

Company: _____

Address: _____

Phone: _____

Email: _____

Web Address: _____

Please provide your company name as you want it listed in all printed materials.

_____ **"Spirit of the Fourth Event Sponsor" \$10,000:** Includes the following:

- Your company name prominently placed on all advertising and publicity at all events
- Your sponsorship and company name announced at the Parade and Fireworks Show
- Your company name printed on parade volunteer/staff t-shirts
- Your company name displayed on a banner in the parade line-up with a corporate representative riding in a provided vehicle
- 20 tickets to the VIP Reception, reserved parking and seats for 20 at the Parade and Fireworks
- Full page color ad in program and company name on cover of program

_____ **"Stars Sponsor" \$5,000:** Includes the following:

- Your company name prominently placed on all advertising and publicity at all events
- 14 tickets to the VIP Reception, reserved parking and seats for 14 at the Parade and Fireworks
- Full-page color ad in program.

_____ **"Stripes Sponsor" \$3,000:** Includes the following:

- Your company name prominently placed on all advertising and publicity at all events
- 10 tickets to the VIP Reception, reserved parking and seats for 10 at the Parade and Fireworks
- Half-page color ad in program

_____ **"Liberty Sponsor" \$2,000:** Includes the following:

- Your company name prominently placed on all advertising and publicity at all events
- 8 tickets to the VIP Reception, reserved parking and seats for 8 at the Parade and Fireworks
- Quarter-page color ad in program

_____ **"Patriotic Sponsor" \$1,000:** Includes the following:

- Your company name prominently placed on all advertising and publicity at all events
- 6 tickets to the VIP Reception, reserved parking and seats for 6 at the Parade and Fireworks
- Eighth-page color ad in program

Rancho Bernardo's Spirit of the Fourth 2019
"Celebrating Our Golden Year"

_____ I would be interested in supporting the Spirit of the Fourth as a Freedom Club member at the level indicated below. For each \$125, Freedom Club members receive 2 tickets to the VIP Reception, reserved parking and seats for 2 at the Parade and Fireworks Display.

_____ **\$125** _____ **\$250** _____ **\$500**

If you have questions or need more information, please contact Dave Brooks at president@spiritofthefourth.org.



Rancho Bernardo's Spirit of the Fourth 2019
"Celebrating Our Golden Year"

PUBLICITY for SPONSORS

Articles in the local press highlighting the Spirit of the Fourth and sponsors are included. Website snapshots are included, with sponsor links and recognition, news coverage, and coverage of the day's events.

PROGRAM

The Program is distributed to over 25,000 residents in the two weeks before the 4th of July. These pages showcase Spirit of the Fourth Celebration Sponsor listing, and full page, half page, quarter page and eighth page ads.

PATRIOTIC PET CONTEST



COMMUNITY FAIR BOOTH



PARADE ENTRY



PARADE BANNER



Rancho Bernardo's Spirit of the Fourth 2019 "Celebrating Our Golden Year"

OUR EVENTS THROUGHOUT THE DAY

Veterans Memorial Ceremony



Community Fair



Motor Show



Quilt Show



Freedom Club Catered Reception



Fireworks at RB High School

