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Partnership Opportunities

Market Your Organization &
Make a Positive Community Impact

Be a part of
something
SPECTACULAR!

City of Richland Hills
Dona Roth Kinney
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817-616-3740

TheLinkRec.com/July4





Event Information

- ★ July 4, 2025, 9:00 AM – 11:30 AM
- ★ The Link Plaza, 6750 Baker Blvd, Richland Hills, TX 76118
- ★ Anticipated Attendance: 1,000

Enjoy some hometown fun at Richland Hill's Red, White & YOU! A variety of free activities including rides and bounce houses at Uncle Sam's Backyard, free arts and crafts at Lit'l Firecracker Creations, a patriotic parade, main stage entertainment, classic cars and more.

Partnership Opportunities

Both monetary and in-kind donations are accepted. In-kind donations are defined as charitable donations of the sponsoring organization's inventory or services that fulfill the mission and purpose of the event.

Star Spangled Exclusive Sponsor - \$1,000

- ★ Sponsor recognition as the title sponsor and/or logo on the following event promotion:
 - Advertisements on the Richland Radio station at The Link
 - Social media event promotion
 - Digital flyer distribution (2,000+)
 - Prominently on main stage and event banners
 - Event signage
- ★ First Right of Refusal for 2026
- ★ Category/product exclusivity for the event
- ★ Company banner at event site
- ★ 10' x 20' activation space
- ★ Linked logo will be displayed prominently on event website
- ★ Sponsor will receive verbal recognition throughout the event
- ★ Logo displayed on "Thank You" page in the seasonal *Richland Hills Connection* magazine
- ★ Reserved table of eight at Main Stage
- ★ 4 VIP parking passes

All American Sponsor - \$750

- ★ Sponsor recognition and/or logo on the following event promotion:
 - Social media event promotion
 - Digital flyer distribution (2,000+)
 - Main stage and event banners
 - Event signage
- ★ 10' x 10' activation space
- ★ Logo on event website
- ★ Sponsor will receive verbal recognition throughout the event
- ★ Logo displayed on "Thank You" page in the seasonal *Richland Hills Connection* magazine
- ★ 2 VIP parking passes

Uncle Sam's Backyard Exclusive Sponsor - \$500

Fun and interactive play area with rides and other gaming activities.

Lit'l Firecracker Creations Exclusive Sponsor - \$500

Free arts and crafts creation area.

Hot Diggity Dog Exclusive Sponsor - \$500

Free hot dogs.

Each of the above exclusive sponsor options receive:

★ Sponsor recognition and/or logo on the following event promotion:

- Social media event promotion
- Digital flyer distribution (2,000+)
- Event signage
- Selected activity signage

★ 10' x 10' activation space near activity site

★ Logo on event website

★ Sponsor will receive verbal recognition throughout the event

★ Logo displayed on "Thank You" page in the seasonal *Richland Hills Connection* magazine



Community Spirit Sparkler - \$250 Cash or In-Kind*

★ 10' x 10' activation space

★ Name displayed on event signage

★ Name displayed on "Thank You" page in the seasonal *Richland Hills Connection* magazine

Parade Entry/Volunteer - Free

Wear your organization's t-shirt and promote your organization while you volunteer. Want to make a bigger impact? Decorate a vehicle and join the parade. Visit TheLinkRec.com/July4 to register.

★ Organization's name displayed on "Thank You" page in the seasonal *Richland Hills Connection* magazine for all groups whose members work fifteen or more volunteer hours.



Partnership Application

Be a part of something spectacular by partnering with us on one of the City of Richland Hill's signature community events. Partnership packages are designed to effectively market your business/organization while making a positive impact on our community! The City of Richland Hills Red, White & YOU provides a family friendly event through the support of our sponsors and community partners. As a result of these collaborative efforts, the community can enjoy free admission and complimentary entertainment, attractions, crafts and so much more. Whether a monetary contribution or an in-kind donation, your support will earn your business face to face marketing in front of area residents and enhance your promotional campaign.

Organization Name _____

Contact Name _____ Title _____

Organization Address _____ City _____ Zip Code _____

Email Address _____ Phone _____

Website Address _____

Sponsorship Options: (Please check one.)

All American Sponsor \$750

Star Spangled Exclusive Sponsor \$1000

Lit'l Firecracker Creations Sponsor \$500

Uncle Sam's Backyard Sponsor \$500

Community Spirit Sparklers \$250

Hot Diggity Dog Sponsor \$500

Parade Entry/Volunteer

All applications are on a first-come, first-served basis. All applications must contribute to the overall mission of the City of Richland Hills and align with our organizational values. City sponsored events are produced with a portion of public funds; therefore, sponsors may not engage in political advertising at any city event including any communications supporting or opposing a candidate for nomination or election to either a public office or office of a political party; or supporting or opposing an officeholder, a political party or a measure (a ballot proposition). Additionally, sponsorship benefits may not be conveyed to another organization or group and therefore, shall be used for the promotion of the sponsoring organization only. In order to represent your organization to the best of our ability, we need your assistance to make it a success. Your organization's logo will be used in the corresponding sponsorship opportunities. To ensure your organization receives all promotional opportunities and benefits, signed application, sponsorship payment and your logo in a high-resolution PNG format must be received forty-five (45) days prior to event date. Send your logo to Dona Roth Kinney at dkinney@richlandhills.com. Sponsorship payments will be invoiced by the City of Richland Hills following your confirmation and must be paid within thirty (30) days of invoice. Contributions to a city are tax deductible under Section 16, USCA 170. Sponsor should consult with its own tax advisor concerning how this provision applies to the sponsor's particular tax situation.

Signature

Date

Return to Dona Roth Kinney, Special Event Supervisor, 6750 Baker Blvd, Richland Hills, 76118 or dkinney@richlandhills.com