

2024 SPONSOR OPPORTUNITIES

City of Loveland



Parade

*A family favorite
year after year*



Kid Zone

*Photo ops, lawn games,
inflatables & classic fun*



Concert

*Entertainment at
Nisbet Park*



Fireworks

*Annual tradition lights up
the Loveland skies*

ABOUT THE CELEBRATION

The City of Loveland partners with businesses to sponsor its Independence Day Celebration. Thanks to sponsorships, the city is able to offer a **FREE, family friendly event for the community.**

The event kicks off with a **kid zone** in Nisbet Park. This area has featured inflatables, obstacle courses, face painting, balloons, pony rides, games, music, and even a petting zoo!

The **parade** continues to grow each year. Families line the streets to see participants such as stilt walkers, neighborhood floats, bands, dancers, the Shriners, and local businesses.

After the parade, a **concert** is held at Nisbet Park. We book party/dance bands to keep the energy going!

Lastly, a **fireworks display** caps off the celebration.

Sponsorship allows you to **give back to the community that supports your business** throughout the year.



Promote Your Brand

Sponsorship Delivers Brand Awareness through:

- Press Releases
- Signs/Banners
- Email Marketing
- City Newsletter
- Posters
- Event Calendars
- Social Media
- City Websites
- Media Coverage

2023: BY THE NUMBERS

City Wi-Fi Users:

7,108

*Users utilizing city's free public Wi-Fi on July 4, 2023.

Digital Event Map Views:

4,146

Event Website Visits:

16,321

Number of Sponsors:

19

Number of Food Trucks:

8 (*All sold out!*)

Number of Parade Entries:

70

Number of Kid Zone Vendors:

12+ activity hosts



Past Media Coverage

WLWT - Channel 5

WCPO - Channel 9

WCPO - Cincy Lifestyle Show

WKRC - Channel 12

WXIX - Channel 19

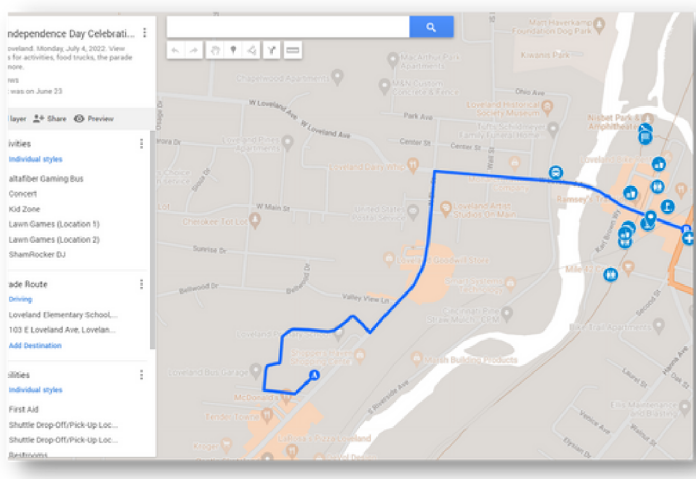
WLW 700 - Radio

Cincinnati Enquirer

Local Newspapers

OhioFestivals.net

CincinnatiUSA.com



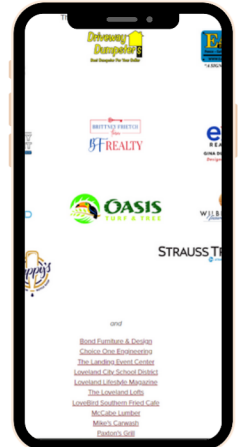
SPONSOR LEVELS

Kid Zone Sponsor

\$300

SPONSOR BENEFITS:

- Business name listed on sponsor board in Historic Downtown
- Business name listed on websites (LovelandOH.gov & LovinLifeLoveland.com)

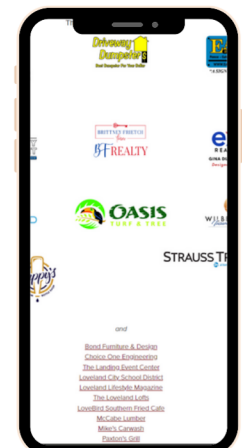


Parade Sponsor

\$500

SPONSOR BENEFITS:

- Business name listed on sponsor board in Historic Downtown
- Business name listed on websites (LovelandOH.gov & LovinLifeLoveland.com)
- Logo on Parade Sponsor banner



SPONSOR LEVELS

Band Sponsor

\$1,000

SPONSOR BENEFITS:

- Logo listed on sponsor board in Historic Downtown
- Logo listed on websites (LovelandOH.gov & LovinLifeLoveland.com)
- Logo on parade banner (If your business is participating in the parade)
- Logo on stage banner for concert
- Logo on event map
- Opportunity to introduce the band & promote your business
- Opportunity to have 10x10 booth on grounds to promote your business



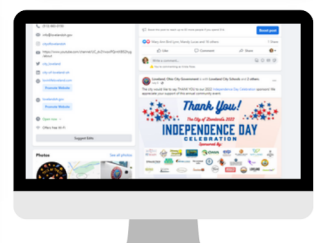
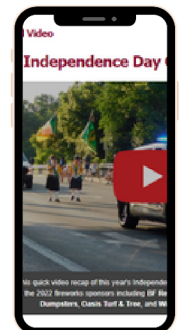
SPONSOR LEVELS

Fireworks Sponsor

\$2,500

SPONSOR BENEFITS:

- Logo listed on sponsor board in Historic Downtown
- Logo listed on websites (LovelandOH.gov & LovinLifeLoveland.com)
- Logo on parade banner (If your business is participating in the parade)
- Logo on stage banner for concert
- Logo on event map
- Opportunity to introduce the band & promote your business
- Opportunity to have 10x10 booth on grounds to promote your business
- Logo on city's digital message board along Loveland-Madeira Road
- Logo & link on event email
- Logo & link included in city e-newsletter minimum of (1) time
- Press release announcing business as a Fireworks Sponsor
- Logo on event poster
- Logo & business name on social media posts



SPONSOR COMPARISON

	KID ZONE	PARADE	BAND	FIREWORKS
NAME ON WEBSITES + SPONSOR BOARD	★	★		
LOGO ON WEBSITES + SPONSOR BOARD			★	★
PARADE BANNER		★	★ <small>*Individual banner if your business is participating in parade</small>	★ <small>*Individual banner if your business is participating in parade</small>
STAGE BANNER			★	★
BOOTH AT EVENT			★	★
EVENT MAP			★	★
SOCIAL MEDIA				★
PRESS RELEASE				★
EVENT POSTER				★
EMAILS+ NEWSLETTER				★

2024 SPONSORSHIP FORM

CITY OF LOVELAND INDEPENDENCE DAY CELEBRATION

CONTACT INFORMATION

Company Name _____

Contact Name _____

Street Address _____

City _____ State _____ Zip Code _____

Phone _____ Email _____

Website (Will be linked): _____

Facebook Name: _____

Instagram Name: @_____

SPONSORSHIP LEVEL

☐ Kid Zone - \$300

☐ Parade - \$500

☐ Band - \$1,000

☐ Fireworks - \$2,500

Band & Fireworks only:

Would you like a 10x10 booth on the grounds on July 4?
(Tent supplied. You are responsible for bringing own tables, chairs, etc.)

☐ Yes ☐ No

Band only:

Would you like to go on stage to promote your business?

☐ Yes ☐ No

PARADE PARTICIPATION

Will your business participate in the parade?

The parade takes place on July 4. Line-up begins at 6:15 p.m. at Loveland Elementary School, 600 Loveland-Madeira Road (next to McDonald's). Parade begins at 7 p.m. and disbands at the intersection of State Route 48 & West Loveland Avenue (near Graeter's). There is no fee to participate in the parade.

☐ Yes ☐ No

If yes, how many vehicles do you estimate will be part of your group? _____

If yes, how many people do you estimate will be part of your group? _____

Band & Fireworks Sponsors: If you are participating in the parade, a banner is included as part of your sponsorship. It will be printed and available at the parade line-up for your group to carry.

RESERVE YOUR SPOT

Checks payable to **City of Loveland**.

Sorry, the city does not accept credit cards.

- Please mail completed form & check to
Loveland City Hall, Attn: Krista Rose
120 W. Loveland Ave.
Loveland, OH 45140
- Email your company logo (Hi-Res file) to
krose@lovelandoh.gov

KINDLY RESPOND BY JUNE 1

This deadline allows us to prepare marketing materials for the event. Sponsorships received after June 1 are not guaranteed to be included on print materials.

QUESTIONS?

krose@lovelandoh.gov
(513) 583-3026