



Our Mission: Longview Convention Complex is dedicated to providing a quality 4th of July event for all citizens to enjoy.

Our Program: This year's 4th of July Fireworks and Freedom Celebration will include concert headlined by Drake White and the biggest fireworks show in East Texas. The concert and fireworks show are free to the public. Estimated attendance during the fireworks show is 12,000+ within the convention complex, with countless others viewing the fireworks show from the surrounding areas outside of the complex grounds.

The City of Longview is once again reaching out to our business community to partner with us to help underwrite the costs associated with providing this free event for our citizens to celebrate the 4th of July.

Please review the enclosed information regarding sponsorship opportunities. Thank you for your consideration and we look forward to hearing from you soon!

2022 Sponsorship Opportunities

\$5,000 Commitment

6 VIP Parking Passes/24 Party Passes+
10 Event T-Shirts
Logo Prominent on all TV Advertising++
Logo Prominent on all Print Advertising++
Logo Prominent on Website with Link
Logo Prominent on T-Shirts
Inclusion in Social Media Campaign
Banner Placement at Stage Area*

\$2,500 Commitment

4 VIP Parking Passes/16 Party Passes+
6 Event T-Shirts
Logo on all TV Advertising++
Logo on all Print Advertising++
Logo Prominent on Website with Link
Logo Prominent on T-Shirts
Inclusion in Social Media Campaign
Banner Placement at Stage Area*

\$2,000 Commitment

3 VIP Parking Passes/12 Party Passes+
5 Event T-Shirts
Logo on all TV Advertising++
Logo on all Print Advertising++
Logo Prominent on Website with Link
Logo on T-shirts
Inclusion in Social Media Campaign
Banner Placement at Stage Area*

\$1,000 Commitment

2 VIP Parking Passes/8 Party Passes+
4 Event T-Shirts
Logo on Website with Link
Logo on T-Shirts
Banner Placement at Event*

\$500 Commitment

1 VIP Parking Pass/4 Party Passes+
Logo on Website with Link
Banner Placement at Event*

**Must provide own banners*

+VIP Sponsor Party or VIP Tent Passes (includes food & beverages)

++Deadline for logo placement in print and video is May 13, 2022.

Sponsorship Response Form

Company Name: _____ Contact Person: _____
Email: _____ Phone: _____
Address: _____
Company Website Address: _____

Sponsorship level:

_____ \$5,000
_____ \$2,500
_____ \$2,000
_____ \$1,000
_____ \$500

Do you wish to receive the included tickets for the VIP Sponsor Party and VIP Parking:

_____ Yes, we would like to attend the Sponsor Party

_____ No, we will not attend the Sponsor Party

Do you wish to receive the included event t-shirts for your sponsorship?

_____ Yes

_____ No

If yes, please list sizes desired _____

Comments:

Signature: _____ Date: _____

Please return to Longview Convention Complex, P.O. Box 1952, Longview, TX 75606

Make check payable to: City of Longview

Please write "Fireworks" in the memo field

Deadline: May 13, 2022

Please email a high resolution copy of company logo by May 13, 2022 to:

ConventionCenter@LongviewTexas.gov