City of Newcastle

July 4th, 2014

Fireworks Celebration

Sponsorship Opportunities

*All event sponsorships are 100% tax deductible.

Reach 5,000 City of Newcastle, Renton and Bellevue Residents

The City of Newcastle is ranked 19th on CNN Money’s “Best Places to Live.”

Demographics:
- Population: 10,380
  2010 Census
- Median family income (per year) $120,082
- Median home price (2012) $461,250

What: When Independence Day in Newcastle became a new event in 2007, it broke all expectations. More than 1,000 people filled Lake Boren Park for a 3 hour event. Now in its 7th year, the attendance for 2014 is estimated to be more than 5,000 attendees. Attendees enjoy the afternoon with the cool desserts, hot barbecue and patriotic toys. As the sun goes down, a live band keeps the evening alive and the growing crowd dances and sings. Then, on this magical night, friends and neighbors huddle together to watch the sky explode with fire in Newcastle!

When: July 4th, 2014, 6:30 PM – 10:30 PM

Where: Lake Boren Park, 13058 SE 84th Way.
Park features looped walking paths, children’s play area, picnic shelters, fishing dock, restrooms, two tennis courts, a basketball court, a sand volleyball court, and a parking lot.

Who: More than 5,000 attendees that live in and around the City of Newcastle, Bellevue and Renton

Silver Community Sponsor: $500

1. Sponsor Name/Logo on the main park entrance sign
2. Sponsor Name mentioned before the show
3. 2 Sponsor Badges and 2 spaces to sit in the VIP Area (must bring own chairs)
4. Sponsor name included on the Event Flyer
5. Sponsor Name included on the City of Newcastle Event Web Page

Gold Community Sponsor: $1,000

1. Sponsor Name/Logo on the main park entrance sign
2. Sponsor Name mentioned before the firework show
3. Sponsor Name mentioned twice (2) by the band performing before the firework show
4. 4 Sponsor Badges and 4 spaces to sit in the VIP Area (must bring own chairs)
5. Logo prominently displayed on the Event Flyer
6. Sponsor Name included on the City of Newcastle Event Web Page

Platinum Community Sponsor: $2,500

1. Sponsor Name/Logo on the main park entrance sign
2. Sponsor Name mentioned before the firework show
3. Sponsor Name mentioned twice (2) by the band performing before the firework show
4. 6 Sponsor Badges and 6 spaces to sit in the VIP Area (must bring own chairs)
5. Logo prominently displayed on the Event Flyer
6. 1 VIP Parking Pass
7. Mayor of Newcastle will introduce a representative from your company to the stage and the representative can count down to the start of the Newcastle Fireworks Show
8. One (1) VIP Tent 10” x 10”, for your brand to host your own party at the fireworks
9. Sponsor Name/Logo billed as the Presenting Sponsor on the main stage banner
10. Sponsor Name included on the City of Newcastle Event Web Page

Presenting Community Sponsor: $10,000

1. Opportunity to provide and hand out Goody Bags with your business promotional collateral to over 5,000 attendees
2. Sponsor Name/Logo on the main park entrance sign and on the Coal Creek Parkway Banner
3. Sponsor Name mentioned twice (2) by the band performing before the firework show
4. 10 Presenting Sponsor Badges
5. Logo prominently displayed on the Event Flyer
6. 3 VIP Parking Pass
7. Mayor of Newcastle will introduce a representative from your company to the stage and the representative can count down to the start of the Newcastle Fireworks Show
8. One (1) VIP Tent 10” x 10”, for your brand to host your own party at the fireworks
9. Sponsor Name/Logo billed as the Presenting Sponsor on the main stage banner
10. Sponsor Name included on the City of Newcastle Event Web Page

Bronze Community Sponsor: $350

1. Sponsor Name/Logo on the main park entrance sign
2. Sponsor Name mentioned before the show
3. Sponsor name included on the Event Flyer
4. Sponsor Name included on the City of Newcastle Event Web Page

To sponsor this event, please contact Wendy Kirchner at wendyk@ci.newcastle.wa.us or 425.649.4444 x142, for more information.