



Fort Worth's Fourth

AT PANTHER ISLAND PAVILION

SPONSORSHIP OPPORTUNITIES

July
4th 2020
SATURDAY

Discover how you can become a 2020 Sponsor

Be a part of providing a day of celebration *FREE* of charge to the families of our community with family activities, live music and more!

PRESENTED BY



LOCKHEED MARTIN



LOCATED AT:



PANTHER
ISLAND PAVILION
FORT WORTH, TEXAS



Dear Friends,



The Tarrant Regional Water District (TRWD) is a proud presenting sponsor of the 2020 **Fort Worth's Fourth** celebration. This festival is a great gift to our community. As our largest single-day festival, it includes wonderful children's activities that are free and fun for the entire family. The night ends with a **BANG** – as any good July 4th celebration should – in the form of one of the largest July 4th fireworks shows in North Texas.

All of this is made possible thanks to the support from our business community. Thank you in advance for your generous support. It helps us to present this free gift every year to the families of our great city to celebrate the Fourth of July.

President, TRWD



A FULL DAY OF **FREE**
Fun family activities
ON THE TRINITY RIVER

EXECUTIVE SUMMARY

DATE

Saturday, July 4, 2020

TIME

Gates open: 2:00 pm
Fireworks show: 10:00 pm

LOCATION

PANTHER ISLAND PAVILION

Main Gate: 395 Purcey Street, Fort Worth, Texas 76102
Sponsor / VIP entry: 600 Congress Street, Fort Worth, Texas 76102

FIREWORKS

A spectacular 28-minute fireworks show set to music with unforgettable effects

ATTRACTIONS

Live music, water shows, tubing, food and a variety of family activities that include face painting, bounce houses, zip-line, horseback rides and more.

SPONSOR HOSPITALITY

Enjoy an air-conditioned sponsor hospitality tent located in the heart of the festival with great views of the fireworks. Complimentary food, beverages, tables, seating and passes to a priority access parking lot will be provided. The hospitality tent is a wonderful place to mix and mingle with other sponsors and community leaders.

2019 ATTENDANCE

80,000 attendees in 2019. Expect continued growth in future years.

COSTS

General admission to the festival and all family games and activities are free to the public. Upgraded VIP tent tickets will be available for purchase. Food and beverages may be purchased on site. Coolers will NOT be allowed on the festival grounds.



EXECUTIVE SUMMARY

ATTENDANCE

Approximately 80,000 **visitors** were present within the festival grounds at the 2019 Fort Worth's Fourth celebration.

ONLINE IMPRESSIONS

- **216,740** unique website visits to fortworthsfourth.com, a **29% increase**
- Social media FB event page reach was 102,100 with 9,300 responses.
- Online ads contributed to a total of over **373,133** impressions

PROMOTIONAL ADVERTISING

- **Television** – KDFW Fox 4
- **Print and Digital** – *Fort Worth Star-Telegram*, *Dallas Morning News*, and Guideline
- **Radio** – 95.9 The Ranch, 92.1 Hank FM and 102.9 NOW

EVENT HIGHLIGHTS

- The United States Military was honored with an **F-16 flyover** provided by the 301st Fighter Wing, based out of Fort Worth's Naval Air Station Joint Reserve Base,
- A **28-minute fireworks show**, coordinated to music and featuring crowd-pleasing special effects, was the biggest show in North Texas on July 4th.
- Event patrons were invited to write their words of thanks to the crew of the **USS Fort Worth** and all active and retired military on a future art piece at an interactive booth.
- From the Coors Light Waterfront Stage, **Poo Live Crew** kicked off the music and **Downtown Fever**, pumped up the crowd up before the fireworks show.
- Families enjoyed **FREE activities** like zip line, bounce houses, tubing, horseback rides, water slides, face painting and more.
- TRWD provided **two FREE water stations**.

MEDIA HIGHLIGHTS

PRINT

Texas Highways "100 Ways to Celebrate the Fourth of July in Texas in 2019"

Star-Telegram "Fort Worth's Fourth to Make a Big Splash"

Fort Worth Weekly "Night & Day"

Monticello Neighborhood News – Fort Worth's Fourth featured on the cover of the July issue

Southlake Style "Fort Worth's Fourth"

DIGITAL

Visit Fort Worth "Fort Worth 4th of July"

Culture Map Fort Worth "The official list of top 4th of July events and fireworks around Dallas-Fort Worth"

City of Fort Worth "Fort Worth's Fourth returns to Panther Island Pavilion"

Fort Worth Business Press "Fourth of July Celebrations taking place in area including Panther Island"

TELEVISION

KDFW Fox 4 "Fort Worth celebrating 4th along the Trinity River"

KDFW Fox 4 "Independence Day events scheduled across Tarrant County"

NBC5 "Best 4th of July Picks for North Texas"



FREE
Tubing
FOR EVERYONE

2019 EVENT RECAP

FACEBOOK & INSTAGRAM ORGANIC CONTENT

TOTAL FB LIKES 2,139

TOTAL INSTAGRAM FOLLOWERS 221

**FB IMPRESSIONS 97,677

**INSTAGRAM IMPRESSIONS 12,202

* Fort Worth's Fourth Facebook page and Instagram launched April 22, 2019. Previously, this event was featured **ONLY** on Panther Island Pavilion's and Trinity River Vision Authority's Facebook pages.

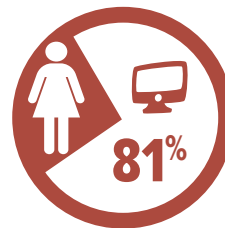
**Each time content associated with our page is seen, that is known as an impression.

★ FACEBOOK EVENT PAGE ★

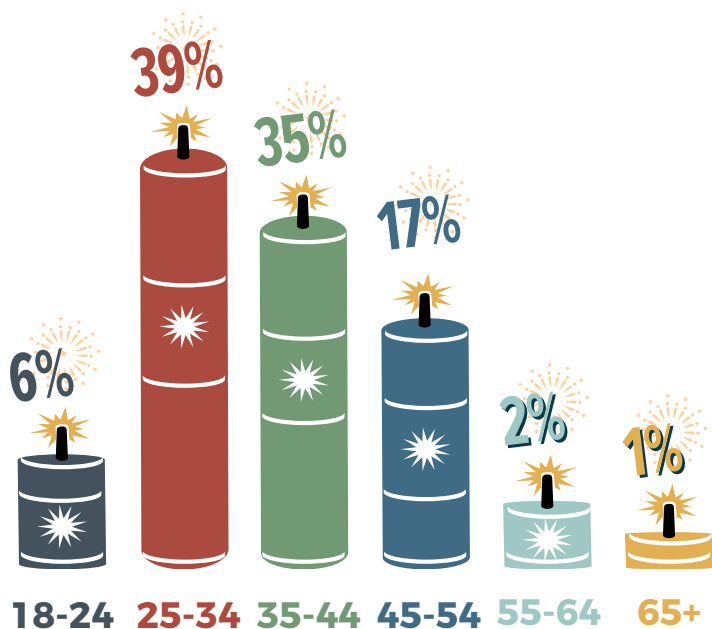
PAGE REACH → 102,100

TOTAL RESPONSES → 9,300

★ GENDER DEMOGRAPHICS ★



★ AGE DEMOGRAPHICS ★



★ FW'S FOURTH PAID CONTENT ★

i

Facebook & Instagram

Fort Worth's Fourth ads reached over

55,949 PEOPLE with
196,183 IMPRESSIONS



A man is shown from behind, flying through the air on a flyboard. He is wearing a dark long-sleeved shirt with a red tiger logo, camouflage shorts, and red flyboard boots. A large, powerful jet of water is being pushed downwards from the board, propelling him upwards. The background is a dense green forest. In the bottom right corner, a crowd of spectators is visible, some holding umbrellas. The overall scene is dynamic and action-packed.

Flyboarders

WOW THE CROWD WITH ACTION-PACKED
jet pack shows!





Title Level

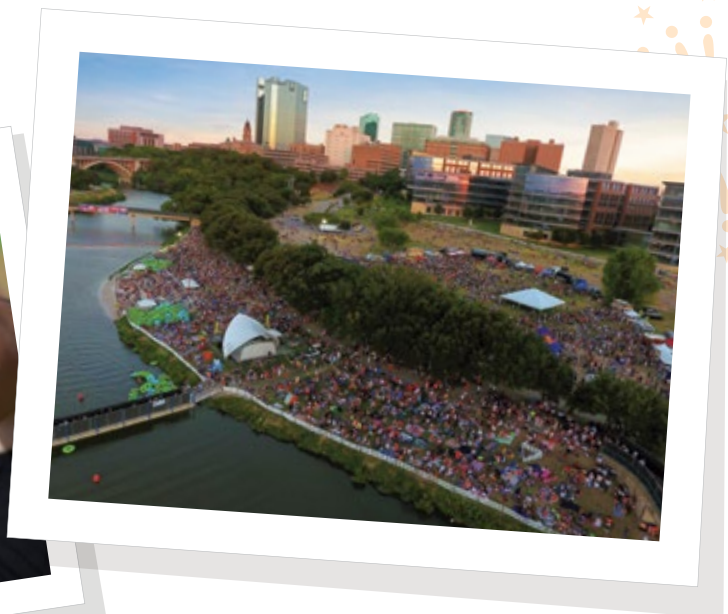
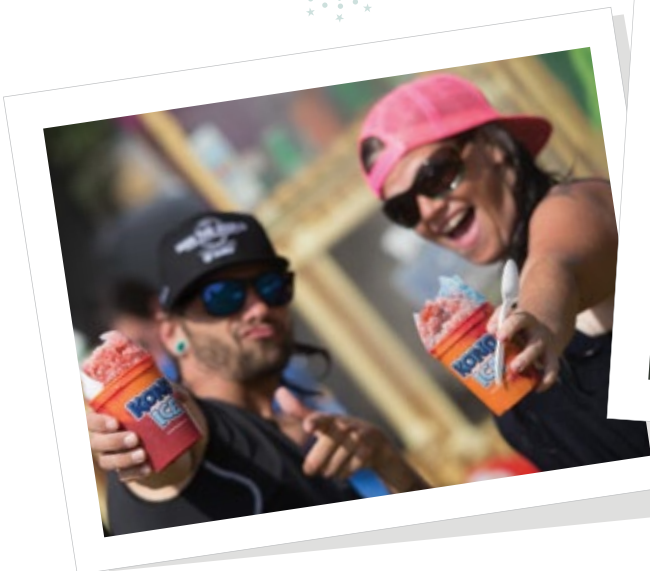
\$75,000

DON'T MISS THE CHANCE TO BE THE TITLE SPONSOR

You can reserve in advance!

BE THE TITLE SPONSOR FOR 2020!

Call us at 817.698.0700 or visit FortWorthsFourth.com





Fort Worth's Fourth
PRESENTED BY
Your Company Here



LOGO INCLUSION & RECOGNITION AS PRESENTING SPONSOR ON/IN:

Print advertising * Email marketing * Event website * Flyers, posters
Press release * Event signage * Targeted digital banner ads

ADDITIONAL RECOGNITION:

- **Customizable** benefits package.
- Opportunity for **naming rights on select on-site festival assets** such as hospitality tents, kid's activities, the beach, pavilion, cool zone, etc.
- **Live recognition from the main event stage** by the FW4 Master of Ceremonies during major announcements.
- Recognition as a FW4 sponsor in **recorded event announcements** broadcast repeatedly throughout the day.
- Recognition as a Fort Worth's Fourth sponsor **in the recorded event message broadcast to announce the start of the fireworks show.**
- Prominent mentions in **social media campaign.**

OTHER PRESENTING-LEVEL PERKS:

- **One (1) 20' x 20' promotional booth space** if desired.
- **Two (2) reserved hospitality tables in the Main Sponsor Tent** (each table seats 8 people). This air-conditioned tent has spectacular fireworks views, complimentary food & drink and VIP bathrooms. Badges grant access to this tent as well as general access into all other VIP tents on festival grounds.
- **Eight (8) VIP parking passes**



Big Bang Level

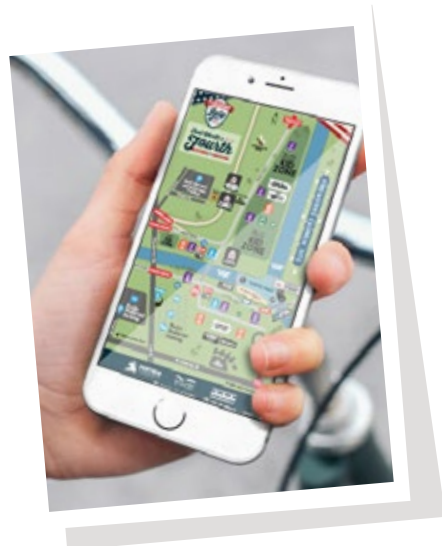
\$10,000

LOGO INCLUSION & RECOGNITION AS BIG BANG SPONSOR ON/IN:

**Print advertising ✱ Email marketing ✱ Event website
Flyers, posters & event signage ✱ Press release**

ADDITIONAL RECOGNITION:

- Opportunity for **naming rights on select on-site festival assets** such as hospitality tents, kid's activities, the beach, pavilion, cool zone, etc.
- Prominent mentions in social media campaign.



OTHER BIG BANG-LEVEL PERKS:

- **One (1) 20' x 20' promotional booth space** if desired.
- **One (1) reserved hospitality table in the Main Sponsor Tent** (each table seats 8 people). This air-conditioned tent has spectacular fireworks views, complimentary food & drink and VIP bathrooms. Badges grant access to this tent as well as general access into all other VIP tents on festival grounds.
- **Four (4) VIP parking passes**

LIVE MUSIC
TO KEEP THE CROWD

Red, White
& **BLOWN
AWAY**



ON NORTH TEXAS' ONLY

*Waterfront
Stage!*





Cherry Bomb Level

\$5,000

LOGO INCLUSION & RECOGNITION AS CHERRY BOMB SPONSOR ON/IN:

Print advertising * Email marketing * Event website
Flyers, posters & event signage * Press release

ADDITIONAL RECOGNITION:

- Mentions in **social media** campaign.

OTHER CHERRY BOMB-LEVEL PERKS:

- One (1) 10' x 20' promotional booth space if desired.
- **Eight (8) VIP passes to the Main Sponsor Tent.** This air-conditioned tent has spectacular fireworks views, complimentary food & drink and VIP bathrooms. Badges grant access to this tent as well as general access into all other VIP tents on festival grounds.
- **Four (4) VIP parking passes**





Roman Candle Level

\$2,500

LOGO INCLUSION & RECOGNITION AS ROMAN CANDLE SPONSOR ON/IN:

Email marketing ✱ Event website

OTHER ROMAN CANDLE-LEVEL PERKS:

- One (1) 10' x 10' promotional booth space if desired.
- Eight (8) VIP passes to the Main Sponsor Tent. This air-conditioned tent has spectacular fireworks views, complimentary food & drink and VIP bathrooms. Badges grant access to this tent as well as general access into all other VIP tents on festival grounds.
- Four (4) VIP parking passes





The
**LARGEST
JULY 4TH**
Fireworks Show
**IN NORTH
TEXAS**

Sponsorship

COMMITMENT FORM 2020



Follow these easy steps and become a 2020 Fort Worth's Fourth sponsor today!

1. FILL OUT YOUR CONTACT INFORMATION:

Contact's full name: _____

Company name: _____

PLEASE NOTE: This will be exactly how your company will appear in all related promotional materials.

Contact's phone: _____ Email: _____

City: _____ State: _____ ZIP: _____ Fax: _____

2. PROVIDE YOUR COMPANY'S LOGO: For use in promotional materials.

To ensure quality reproduction of your logo across a variety of uses and materials, please try to provide your files in **vector format**. In some cases, a JPEG can be used, but **vector art is preferred**. Our staff can assist you with any questions related to the type of file to provide. Attach your files to an email or email a link to your files on Dropbox to **Shanna.Cate@trwd.com**

3. CHOOSE YOUR SPONSORSHIP LEVEL: Please circle your chosen level/pledge amount:

TITLE
\$75,000

PRESENTING
\$25,000

BIG BANG
\$10,000

CHERRY BOMB
\$5,000

ROMAN CANDLE
\$2,500

4. INCLUDE YOUR PAYMENT: Must be received by **April 15, 2020***

Sponsor's full name (printed): _____

Sponsor's authorized signature: _____

Amount enclosed: \$ _____

MAKE CHECKS

PAYABLE TO:

**TARRANT REGIONAL
WATER DISTRICT**

5. MAIL FORM & PAYMENT TO:



ATTN: SHANNA CATE
Tarrant Regional Water District
301 Arthur Street
Fort Worth, Texas 76107

***NOTE:** This completed form, logo file and payment must **all** arrive no later than **April 15, 2020**. Sending assets after the deadline may result in the omission of your logo from some early marketing incentives and the forfeiture of certain opportunities for recognition and/or event materials that are included at your specific sponsor level.

STILL HAVE QUESTIONS?

If you have other Fort Worth's Fourth questions or want information about other event sponsorship opportunities, contact Shanna Cate at: **817.698.0700** or **Shanna.Cate@trwd.com**



Red, White &
THANK YOU!

