

CITY OF

LAKE WORTH BEACH

4TH OF JULY

CELEBRATION



City of
**Lake Worth
Beach**
FLORIDA

— 4TH OF JULY CELEBRATION

INTRODUCTION

The Lake Worth Beach 4th of July Celebration is a cherished annual tradition that brings together residents, families, and visitors for a night of patriotic fun and entertainment. This free event is made possible through the generosity of local businesses and sponsors who help create an unforgettable experience for the community.

As one of the city's most anticipated gatherings, the event offers businesses a unique opportunity to align with a beloved celebration, engage with thousands of attendees, and showcase their support for Lake Worth Beach.





4TH OF JULY CELEBRATION

EVENT DETAILS

- **Date & Time:** July 4th * 6:00 PM to 10:00 PM
- **Location:** Bryant Park, Lake Worth Beach
- **Audience:** Local families, residents, tourists, visitors from surrounding communities
- **Expected Attendance:** 10,000+
- **Event Highlights:**
 - Free Annual Community Event
 - Spectacular fireworks show at 9:00 PM
 - NEW 300 Drone Show in the sky over Bryant Park at 8:45 PM
 - Live music performances on main stage
 - Food trucks, vendors, and community booths
 - Family-friendly activities (games, face painting, crafts)



— 4TH OF JULY CELEBRATION

EVENT OBJECTIVES

FOSTER COMMUNITY

The 4th of July Celebration aims to create a vibrant space for the local community to connect, celebrate, and experience a diverse range of activities.

SUPPORT LOCAL

The 4th of July Celebration is committed to showcasing local craft and food vendors providing a platform for local businesses to share their talents with a wider audience.

4TH OF JULY CELEBRATION

TARGET AUDIENCE



DEMOGRAPHICS

Families, young professionals, local residents, tourists, and visitors from surrounding communities

PSYCHOGRAPHICS

People who enjoy family-oriented, free events, outdoor festivals, and fireworks celebrations



EXPECTED REACH

10,000+ attendees, plus digital promotion reaching 100K on social media before and after the event

4TH OF JULY CELEBRATION

SPONSORSHIP BENEFITS



- **High-Profile Exposure:** As a sponsor, your brand will be prominently featured in front of thousands of attendees and a wide audience through extensive digital and traditional promotion.
- **Community Engagement:** Sponsors are seen as key supporters of the local community, helping make this annual event free for all.
- **Event Signage:** Sponsors will have prominent logo placement at high-visibility locations throughout the event, including banners, stage signage, and more.
- **Media Exposure:** The event will be promoted through local media outlets, and sponsors will be included in all press coverage, social media, and digital promotions.
- **Wide Reach:** Sponsors will gain access to a broad audience, including local families, residents, tourists, and community leaders.
- **Customizable Engagements:** Sponsors will have the opportunity to showcase their brand in unique ways (e.g., branded booths, product giveaways, or sponsored activity zones).

EVENT COMPONENTS

4 T H O F J U L Y C E L E B R A T I O N

FIREWORKS & DRONE SHOW

- Spectacular fireworks show at 9 PM
- NEW Drone show with 300 drones at 8:45 PM

FOOD & BEVERAGES

- Delicious Food Trucks, Vendors & Community Booths
- Eclectic Local Merchants to explore

MUSIC & GAMES

- Live Entertainment for ALL to enjoy
- Family friendly activities (games, face painting, crafts, bounce houses)

4TH OF JULY CELEBRATION SPONSORSHIP LEVELS

Premium Naming Rights Available

-  Fireworks
-  Drone Show
-  Kids Zone
-  Bands And More

	TITLE \$15K	GOLD \$7.5K	SILVER \$5K	BRONZE \$1K
Presenting Sponsor of the 4th of July Celebration	✓			
Logo inclusion on main stage, high traffic areas	✓			
Logo inclusion in I-95 digital billboard	✓			
Logo Inclusion in the drone show with one animation	✓			
Choice of Premium Naming Right	✓	✓		
Ability to make a brief stage announcement 2x (2 min max)	✓	✓		
Opportunity to set up branded booth or activation onsite	✓	✓		
Ability to distribute promotional materials onsite	✓	✓	✓	
Inclusion in PA Announcements during event	✓	✓	✓	
Recognition in media releases and pre-event marketing	✓	✓	✓	
Name/Logo on select Event Signage	✓	✓	✓	
Logo inclusion on select Print Media & Event Collateral	✓	✓	✓	✓
Inclusion in select Social Media	✓	✓	✓	✓
Name/Logo inclusion on Event Website with Hyperlink	✓	✓	✓	✓
Recognition in Event Program	✓	✓	✓	✓

4TH OF JULY CELEBRATION SPONSORSHIP LEVELS

IN-KIND SPONSOR

- Provide products or services (e.g., food, water, supplies, decorations)
- Recognition based on the value of your contribution
- Logo placement on event materials and event website based on donation level
- Opportunity to display branded materials or a booth at the event



THANK YOU

LAKE WORTH BEACH
4TH OF JULY CELEBRATION
FRIDAY, JULY 4
5 PM TO 9 PM
BRYANT PARK

CONTACT DEXTER SMITH FOR INFORMATION

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