



Rockford 4th of July Civic Committee

501(c)4 NFP – EIN 36-3727661

728 N. Prospect Street – Suite 107, Rockford, IL 61107

4thandlights@gmail.com www.4thandlights.com

Tom Luepkes, 815-979-2977 - Ted O'Donnell, 815-979-1196

Dear Fellow American,

We can't wait to get back downtown to allow our community to come together as one to celebrate the birth of this great nation. We hope that our parade and fireworks show will help wash away some of the anxiety and depression that has plagued our community since the start of this pandemic. Our goal is to continue this Rockford family tradition with a love of community, country and family.

We will televise the fireworks LIVE on Fox39 the day of the 4th for those who will stay in their homes but still want to celebrate the day.

Can we count on a donation from you or your business? We hope so! How much, depends on you! Our budget is currently \$85,000 (\$65,000 is for the fireworks); This will allow us to give the community a 30 minute, soundtrack synched, high shooting (700' - 800') fireworks show. our **PLEA: PLEASE HELP US RAISE IT! Any amount helps to make this show happen for our community.**

Checks should be made out to the Rockford 4th of July Civic Committee.

For the *55 of our 58 years*, Past Chairman of this Volunteer Committee, Joe Marino, spent his life giving this community an amazing display in the sky and a true patriotic parade that rivaled many other larger cities. We will continue his mission so that all families, all Americans, can walk away from the 4th with a true sense of patriotism. Please help us make this goal a reality.

Patriotically yours,

Ted O'Donnell & Tom Luepkes, Chairmen

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Peace Love Unity





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2022 Rockford 4th of July Civic Committee Sponsor & Donor Opportunities

Event Title Sponsor: \$15,000*

- Private area in Davis Park for up to 50 guests
- Prime Access for each of your guests to enjoy Entertainment and fireworks
- Your business named as the Title Sponsor on the synched soundtrack (played on 103.1 and 95.3 fm) to the fireworks
 - EXAMPLE: “4th of July Fireworks sponsored by The Rockford 4th of July Committee, B103, 95.3 The Bull, WTOV17 & Fox39 and **your business name.**”
- Signage with business logo and website throughout Davis Park, Ingersoll Centennial Park, Chestnut St Bridge, State St Bridge, Joe Marino Park, Parade Route & Carnival Area (Wyman & Elm St, Lot 7 and Elm & Main St)
- Dynamite Plunger Igniter
 - Several of your employees/guests can gather around the dynamite plunger to ignite the first test shells of the night at 8:30pm from Davis Park
- Complimentary float entry in the 4th of July Parade
- Featured on our website, www.4thandlights.com and our social media outlets
- Free Marketing Tent in Davis Park **or** a space on the parade route
 - We supply you with a 10'x10' pop up canopy tent for you to put information about your businesses out in. We do not provide staff for this tent.
- Exposure of your business to a minimum of 90,000 at the event (does not include media, social media and internet exposure)
- Exposure to the televised audience
- Sense of good will & Patriotism in supporting this community event!

Entertainment Sponsor: \$7,000*

- Covers all 4th of July Entertainment as well as sound, lighting and staging
 - Includes Stage at Davis Park, Parade Grand Stand Stage and Joe Marino Statue performance area
- “Entertainment Sponsored By” signage at all entertainment locations
- Featured on our website, www.4thandlights.com and our social media outlets
- Complimentary float entry in the 4th of July Parade
- Complimentary entry for up to 30 guests into Davis Park for entertainment and prime fireworks viewing
- Special VIP area next to the Davis Park stage
 - Includes a 10'x10' canopy tent for you to house your own drinks and food in
 - Special wrist band for your guests will be supplied
 - Volunteer from the committee will be stationed at the entrance of your VIP area
- Sense of good will & Patriotism in supporting this community event

**Sponsorships are first come, first serve basis. Please check with Tom or Ted to make sure it is available before signing up.*

Parade Sponsor: \$5,000*

- 4'x6' sponsor signage at (6) locations throughout the parade route
- Sponsor logo featured on (10) 4th of July Committee golf carts used throughout the parade route and Davis Park
- Featured on our website, www.4thandlights.com and our social media outlets
- Complimentary float entry into the 4th of July Parade
- Complimentary entry for up to 25 guests into Davis Park for entertainment and prime fireworks viewing
- Exposure of your business to a minimum of 80,000 at the parade (does not include media, social media and internet exposure)
- Sense of good will & Patriotism in supporting this community event!

Grand Fireworks Finale Sponsor: \$5,000*

- Sponsor of the 3 minute, 1,000 shell *Stars & Stripes* Finale
- Your business name announced before the Finale Begins
 - Synchronized Soundtrack broadcasted via 95.3 and 103.1
 - Example: "And now the 3 minute Grand Finale Presented by _____."
- 5, 4'x 4' sponsor signs located throughout downtown (Davis Park, Rogersoll Park, State St Bridge Area, Corner of Wyman & State, Chestnut Edge)
- Featured on our website, www.4thandlights.com and our social media outlets
- Complimentary float entry into the 4th of July Parade
- Complimentary entry for up to 25 guests into Davis Park for entertainment and prime fireworks viewing
- Sense of good will & Patriotism in supporting this community event!

Old Glory State Street Sponsor: \$3,000*

- 30, 3'x 5' American Flags hung on poles down State Street.
- Featured on our website, www.4thandlights.com and our social media outlets
- Complimentary float entry into the 4th of July Parade
- Signage at every intersection stating your business as the flag sponsor
- Our volunteers unfurl and hang every flag on your behalf
- Sense of good will & Patriotism in supporting this community event!

Porta-John Sponsor: \$3,000*

- Professional signage on the outside AND inside of all event Porta-Johns that will be throughout downtown (up to 30 Porta-Johns will be throughout the parade route and Davis Park)
- Featured on our website, www.4thandlights.com and our social media outlets
- Complimentary float entry into the 4th of July Parade
- Complimentary entry for up to 15 guests into Davis Park for entertainment and prime fireworks viewing
- Exposure of your business to a minimum of 90,000 people at the event (does not include media, social media and internet exposure)
- Sense of good will & Patriotism in supporting this community event!

**Sponsorships are first come, first serve basis. Please check with Tom or Ted to make sure it is available before signing up.*

Event Insurance Sponsor: \$3,000*

- 4'x6' sponsor signage at (6) locations throughout the parade route & Davis Park
- Featured on our website, www.4thandlights.com and our social media outlets
- Complimentary float entry into the 4th of July Parade
- Complimentary entry for up to 15 guests into Davis Park for entertainment and prime fireworks viewing
- Exposure of your business to a minimum of 80,000 at the parade
- Sense of good will & Patriotism in supporting this community event!

Patriotic Prayer Breakfast Sponsor: \$2,000*

- Signage and Listed in the program as Sponsor at our Patriotic Prayer Breakfast that takes place the morning of the 4th of July
- Featured on our website, www.4thandlights.com and our social media outlets
- Complimentary float entry into the 4th of July Parade
- Complimentary entry for up to 10 guests into Davis Park for entertainment and prime fireworks viewing
- Exposure of your business up to 1,000 people at the event (does not include media, social media and internet exposure)
- Sense of good will & Patriotism in supporting this community event!

DONATION RECOGNITION

Fantastic Fireworks Donors: \$10,000

- Thank you signage: 2'x4' signage along parade route, Ingersoll Park, Davis Park and Joe Marino Park
- (15) Sponsorship/VIP reserved seating passes and refreshments at Davis Park (one lunch and two drinks per ticket)
- Premier access for fireworks viewing
- Featured on our website, www.4thandlights.com and our social media outlets
- Complimentary entry into the 4th of July Parade
- Sense of good will & Patriotism in supporting this community event!

Firecracker Donors: \$5,000 - \$9,999

- Thank you signage: 2'x4' signage along parade route, Ingersoll Park and Davis Park
- (12) Sponsorship/VIP reserved seating passes and refreshments at Davis Park (one lunch and two drinks per ticket)
- Premier access for fireworks viewing
- Featured on our website, www.4thandlights.com and our social media outlets
- Complimentary entry into the 4th of July Parade
- Sense of good will & Patriotism in supporting this community event!

Star Spangled Banner Donors: \$2,000 - \$4,999

- Thank you signage: 2'x2' signage along parade route and Davis Park
- (5) Sponsorship/VIP reserved seating passes and refreshments at Davis Park (one lunch and two drinks per ticket)
- Premier access for fireworks viewing
- Featured on our website, www.4thandlights.com and our social media outlets
- Complimentary entry into the 4th of July Parade
- Sense of good will & Patriotism in supporting this community event!

Uncle Sam Donors: \$1,000 - \$1,999

- Thank you signage: 2'x2' signage along parade route
- Featured on our website, www.4thandlights.com and our social media outlets
- Complimentary entry for up to 10 guests into Davis Park for entertainment and prime fireworks viewing
- Complimentary entry into the 4th of July Parade
- Sense of good will & Patriotism in supporting this community event!

Stars & Stripes Donors: \$500 - \$999

- Thank you signage: 2'x2' signage along parade route
- Featured on our website, www.4thandlights.com and our social media outlets
- Complimentary entry for up to 10 guests into Davis Park for entertainment and prime fireworks viewing
- Complimentary entry into the 4th of July Parade
- Sense of good will & Patriotism in supporting this community event!

Bottle Rocket Donors: \$200 - \$499

- Featured on our website, www.4thandlights.com and our social media outlets
- Sense of good will & Patriotism in supporting this community event!
- Complimentary entry for up to 4 guests into Davis Park for entertainment and prime fireworks viewing

Sparkler Donors: \$1 - \$199

- Featured on our website, www.4thandlights.com and our social media outlets
- Sense of good will & Patriotism in supporting this community event!

This 4th of July celebration is intended for anyone and everyone to come and enjoy.

This event truly brings everyone together to celebrate their Freedom & honor this country's birth. Help us continue this family tradition by helping us raise the \$85,000 it costs to put on this event.

NO TAX DOLLARS ARE USED FOR THE FIREWORKS, ENTERTAINMENT, INSURANCE or PERMITS!

"We live in the greatest country on Earth! So, get your family together and let's all celebrate the freedom that we are blessed with." – Joe Marino

