



## INTRODUCTION TO SPONSORSHIP OPPORTUNITIES

**FOR A CUSTOMIZED PROPOSAL PLEASE CONTACT:**

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## **EXECUTIVE SUMMARY**

**Event:** THE TACOMA FREEDOM FAIR & AIR SHOW  
Featuring Spectacular Events and a Fireworks Extravaganza!

**Date & Hours:** The 4<sup>th</sup> of July with activities from 8:00 a.m. to 10:30 p.m.

**Organization:** The Tacoma Events Commission is a 501(c) (3) non-profit corporation. Members volunteer thousands of hours to help organize and present the recreational, educational and entertainment events of this festival.

**History:** This celebration is a 4<sup>th</sup> of July tradition dating back to the 1930's. The Tacoma Events Commission and its' dedicated volunteers have presented the Tacoma Freedom Fair & Air Show for over 30 years.

**Location:** Freedom Fair fills a two-mile stretch of scenic Commencement Bay shoreline and parks along the Ruston Way waterfront of Tacoma. In 2011 the event expanded to include Cheney Stadium and the Tacoma Narrows Airport.

**Attendance:** Over 100,000 people enjoy this festival from the shoreline or on the water as a part of the flotilla that makes this the biggest boating holiday in the county!

**Market:** Audience comes from throughout the Puget Sound region. The majority is from Tacoma, Pierce County, and nearby communities in the South Sound.

**Demographics:** Strong family attendance, 60% married with a household income of \$55,000 or more; 25% are under age 18; 11% are age 18 to 24; 23% are 25 to 34; 29% are 35 to 50; 12% are over 50. (Detailed spectator survey available)

**Event Profile:** The Tacoma Freedom Fair fills two miles of waterfront with fun activities and provides the most comprehensive schedule available to Pacific Northwest residents on the 4<sup>th</sup> of July. The line-up includes nine live entertainment performance areas featuring country, rock, jazz, blues, gospel, ethnic music, and entertainment for kids. Those attending will find amusements, an open air market with arts, crafts and ethnic foods, military displays, a log boom for boaters, a NW regional pole vault championship, a classy car show, and Camp Patriot. Two major events are "The Tacoma Freedom Fair Air Show" and the spectacular Grand Finale Fireworks Extravaganza! In 2012 the event is expands to fill three days with new activities around the Tacoma area.

**Past Sponsors:** The Puyallup Tribe of Indians, Emerald Queen Casino, Boeing Company, The Northwest Ford Stores, Geico, Navy Federal Credit Union, Walgreens, AARP, Bank of America, Columbia Bank, WARM 106.9 FM, MOViN 92.5, KIXI, KLAY, Click! Cable TV, Swarner Communications, Duke's Chowder House, Life Center, KOMO 1000, 570 KVI, Tacoma Power and more.

**Opportunities:** Sponsorships are available to fit every budget and marketing objective

## **THE FREEDOM FAIR OPPORTUNITY**

### **Associate your name and image with this successful annual event**

Tacoma's annual Fourth of July Freedom Fair is regarded as one of the largest and most respected events of its kind in the Northwest. Establish a relationship as one of our proud sponsors and help us create a personalized promotional partnership that can continue to evolve and grow over time.

### **Build goodwill and promote your products and services**

Access to our large and diversified audience enables sponsors to put their corporate image or product in front of thousands of spectators at the festival and hundreds of thousands through our advertising and promotional campaign.

### **Maximize your marketing dollars**

We can create a unique and personalized sponsorship package that can help achieve specific marketing and promotion objectives. Sponsors have the opportunity for direct marketing displays onsite, coupon distribution, sampling, or distribution of information on the festival grounds, assuring a measurable return on the sponsorship investment.

### **Demonstrate your commitment to the community**

Tacoma's 4<sup>th</sup> of July celebration is more than just a fantastic fireworks show. It is a fund raising project. Over the past 30 years this event has helped to generate over five million dollars to support local small businesses and charities. More than 50 service clubs, artists and non-profit organizations have been invited to participate and raise funds or support needed for their programs and services.

### **Enhance client and employee relations**

Sponsorship offers the opportunity for on-site entertainment of special clients and guests. In addition, you can involve your employees in Freedom Fair activities and bring them together in a family atmosphere promoting togetherness and company loyalty.

### **Consider all the marketing opportunities**

Broad-based opportunities can be customized to reach a great number of fairgoers through retail or trade promotions, corporate-logoed apparel worn by fair personnel, exhibit space, product sales and sampling. Major sponsors are recognized in our million dollar marketing campaign.

### **We can build sponsorship packages to fit any need or budget**

Including logo placement in festival advertising, an ad in the official program, rights to use the Freedom Fair logo in advertising and promotions, PA announcements recognize sponsors, aircraft rides with our air show stars, and on-site promotion through signage, banners & inflatables.

### **Hospitality**

This event offers sponsors various amounts of tickets, parking permits or pre-show reception invitations and on site hosting opportunities from special viewing areas and catering availability. We also offer tickets for a VIP Cruise on a boat for prime viewing of the Tacoma air show and fireworks.

## **FREEDOM FAIR SPONSORSHIP INFORMATION**

### **Concept:**

Official sponsors of any of the Freedom Fair venues or activities such as the fireworks show, entertainment stages, the Tacoma Air Show, individual acts, or event elements will be affiliated with and promoted as a presenter of those elements of this great event. Together we will bring people together from all over the Puget Sound area who will enjoy family oriented entertainment, cultural enrichment opportunities, recreation activities, and a sense of community spirit. This festival provides children and families many memories that will last a lifetime. Charitable organizations also will benefit from participation and access to the vast audience.

Corporate sponsors have many benefits and options available. Sponsorship packages can be tailored to specifically to meet your needs, expectations, and budget.

### **Evaluation considerations:**

- The diversity of this festival provides a variety of activities compatible with our sponsor's and maximizes the appeal to their customers.
- Freedom Fair sponsors can tie into the festival advertising and promotion campaign.
- Freedom Fair is a unique event that receives extensive broadcast and print media coverage.
- This is a prestigious event that can enhance sponsor's image.
- The celebration has a long history and an established track record.
- Exclusivity of major corporate sponsors can be protected.
- The Tacoma Events Commission is an award winning organization.
- The reputation of the event organization and the director are impeccable.
- The location of this event is in a highly desirable area, and it has the full support of the city.
- The promoter will handle implementation of the details relating to the festival and can deliver sponsorship benefits with a limited amount of involvement needed by the sponsor's staff.
- Sponsors will receive on-site signage space for display visible to event spectators.
- Sponsors may receive on-site signage locations likely to be visible on local TV.
- Sponsor's name and can be prominently displayed in promotional materials.
- Opportunities are available for sponsors to generate direct sales or leads.
- Sponsors have an opportunity to entertain key customers at the event.
- The festival is very well attended. Over 125,000 people enjoy the Freedom Fair annually.
- The event offers opportunities to help drive traffic to the sponsor's place of business.
- Opportunities are available for sponsors to tie into a charity or civic group.
- Freedom Fair and its elements are reasonably priced.

## **SPONSORSHIP CATEGORIES**

*Tacoma's 4th of July Freedom Fair has six major sponsorship categories:*

### **FREEDOM FAIR TITLE SPONSOR \$50,000 - 100,000**

Only one is available. At this exclusive level the whole event will be presented and promoted under the name of the sponsor. Title sponsors get more promotional booth space, premier sign and banner display locations, recognition on the public address systems, maximum radio and TV media coverage, ad space and logo in the special sections inserted into local newspapers, inclusion in all press release materials, access to a VIP cruise and private reception areas.

### **FREEDOM FAIR PRESENTING SPONSOR \$50,000**

Only two are available at this level. It provides recognition as a presenting sponsor of Freedom Fair and comes with title sponsorship of one of the two major elements of the Freedom Fair – the Tacoma Air Show or the Grand Finale Fireworks Extravaganza. Title sponsors of the air show or fireworks are promoted with every reference to their featured Freedom Fair elements; direct marketing, cross promotions, VIP passes, VIP cruise and hospitality are also included.

### **MAJOR SPONSOR \$25,000**

Only six spots are available at this level. They come with promotional recognition as a major sponsor of the Tacoma Freedom Fair. Major sponsors can be named as the presenting sponsor of the Tacoma Air Show or the Fireworks. Other options are to take title sponsor credit for a featured festival element or activity such as a headline entertainment stage, the fun run & fitness challenge, Freedom Fair night at Cheney Stadium and free ticket distribution to military families, or the July 1 Wings & Wheels event at the Tacoma Narrows Airport. Ask about use of a private hospitality chalet space and VIP passes for access by your guests.

### **EVENT SPONSOR \$10,000**

Receive credit for being a Freedom Fair sponsor and title sponsorship of popular event venues and activities. For example, event sponsors can be credited with presenting individual acts on main stages or in the air show. Other options include recognition for the opening elements of the fireworks show. This level offers title credit for special shows, guest services or sponsorship of selected elements of the higher sponsorship tiers. Additional benefits are logo recognition in print and on the event website, PA announcements, two high traffic sign/banner locations, free 20'x20' display space, a sponsor ad in the event program, VIP Passes, and access to hospitality.

### **SPONSOR \$5,000**

“Sponsored by” credit for an air show act, an event element, a venue, or an event activity are available at this level. Signage (provided by sponsor\*) will be displayed during the festival near the sponsored venue or activity, a free space will be provided to set-up a display to meet and greet the festival crowd or distribute information. Sponsors will also be provided passes to enter special festival VIP viewing areas and hospitality events. Cross merchandising opportunities are available. The sponsor's name and logo will also be listed in event program and on the event website. Public address announcers will publicly acknowledge sponsors. Receive space for a 10'x20' exhibitor booth in a high traffic location that may be used for lead gathering, coupon distribution, sampling or contest promotions and display a sign or banner.

### **CO-SPONSOR \$2,500**

Receive sponsored by credit for an air show act, event element, venue, or activity, available at this level. Signage (provided by sponsor\*) will be displayed during the festival at or near the sponsored venue or activity. The sponsor's name and logo will also be listed in event program

and on the event website. Public address announcers will publicly acknowledge your support. Co-sponsors receive space for a 10'x20' exhibitor booth.

## **FREEDOM FAIR SPONSORSHIP MENU**

A key to the success of any community event is financial support by the corporate community. Underlying this participation is the realization that interests of business and society overlap. Making the world a more livable place is a prerequisite to achieving the ultimate level of consumer affinity. Festival sponsors have a unique opportunity to enhance their corporate image and build goodwill while increasing consumer brand awareness. Sponsorship packages offer access to our large and diversified audience. They can be tailored to meet specific goals and objectives for each sponsor.

### **Sample Sponsorship Menu**

TITLE SPONSOR (only one) \$100,000

Named as the title sponsor of the whole Tacoma Freedom Fair

PRESENTING SPONSOR (two) \$50,000

Named as a "presented by" sponsor of the Tacoma Freedom Fair

(And title sponsor of the Fireworks Show or Air Show)

MAJOR SPONSOR (six) \$25,000

Named as the presented by sponsor of the Tacoma Air Show or the Fireworks Show

Headline Stage (Title Sponsor) Shuttle or Express Bus Service (Title)

Wings & Wheels (Title Sponsor) Freedom Fair Night & Cheney Stadium

ELEMENT TITLE SPONSORS \$10,000

Fun Run & Fitness Challenge Featured Live Entertainment Stage

Car Show – July 1<sup>st</sup> & 4<sup>th</sup> Log boom and Security Patrol Boats

Fireworks Show (4 co-sponsors) Tacoma Events Hall of Fame Awards

Featured Air Show Act Big Band Concert or Headliner

Hanger Dance VIP Hospitality Chalet'

SPONSOR \$5,000

Featured Acts Performing on Stage Food Court Sponsorship/Sampling Rights

Courtesy Cars for the Stars NW Regional Pole Vault Championships

Lost & Found/Information Booths Kids Fun Zone

Camp Patriot Aviation Fuel/Oil/Supplies

Live Entertainment Stage Hospitality Events and Lodging

Major Air Show Acts Interactive Exhibits and Displays

Reserved Seating (For invited guests) Fireworks Show (Co-sponsor)

CO-SPONSOR (Title to one below) \$2,500

Pirates Cove Security Services

Arts and Crafts Show Live entertainment performances

VIP Luncheons and Receptions Sponsor or Volunteer Hospitality

Recycling Program Shirts & Hats for Volunteers

Web Site – Page Sponsorships Motorcycle Show

Golf Carts and Courtesy Carts Drum Circle

Sani-can advertising space Photography or Video Services

Air Show Act Communications Equipment

FRIENDS OF THE FESTIVAL \$1,000 Recognition for selected event elements

Friend-of-the Festival recognition considered for cash and in-kind contributions under \$1,000

## **SPONSORSHIP BENEFIT DETAILS**

### **TITLE CREDIT**

The sponsors name can be used as part of an event or venue title, allowing for increased identity and potential for media usage; i.e., The *Emerald Queen* Fireworks Extravaganza, *USAA* Airshow, *Boeing* Main Stage, *Old Navy* Log Boom, *American Family* Food Court, etc.

### **P.A. ANNOUNCEMENTS, TV & RADIO PROMOTIONAL SPOTS AND TAGS**

Promotional spots and commercial tags will recognize major sponsors during the live radio & TV broadcast coverage of the fireworks show, air show narration, on the event PA system throughout the day, and from the live entertainment stages. Several stations will also be doing extensive pre-show promotion of elements of the festival and live remote broadcasts worth about \$750,000! Media sponsors: Click Cable TV, KOMO TV 4, Warm 106.9, KOMO 1000, KIXI AM, KWMV FM, KLAY 1180, Click, and Movin.

### **SIGNAGE AT SPONSORED VENUES AND EVENT LOCATIONS**

Banners and signs provided by sponsors will be put in place by the festival staff. Size, location and quantity will be determined by the sponsorship level and location of the event sponsored. All signs and banners must be supplied by June 15 and be suitable for outdoors.

### **FEATURED USE OF SPONSOR LOGO**

Based upon the category a logo can be placed on the event map in the official Freedom Fair program. Placement of a logo for title sponsors will correspond with the location of the venue they sponsored. The program has guaranteed distribution by local weekly newspapers to a circulation of over 100,000 readers; 15,000 more are distributed free to the public. (Note: Digital images of the sponsor logo must be provided by June 1 to meet production deadlines.)

### **PRODUCT SAMPLING & COUPON DISTRIBUTION RIGHTS**

Sponsor provided product or service coupons offering free or discounted items can be distributed with entry forms for the Car Show, as boater passes for log boom space, or as parking passes. Coupons may also be distributed with the kid's carnival prizes or the Official Event Program handed out at the festival. Coupons can be designed to double as a boarding pass for the festival shuttle bus or as tickets to reserved seating sections. Title sponsors may circulate in the audience to conduct sampling and coupon distribution.

### **RIGHT-OF-FIRST-REFUSAL TO RETAIN A SPONSORSHIP CATEGORY**

Title sponsors may lock up their venue for next year if this option is exercised by November.

### **OPPORTUNITIES FOR EMPLOYEE VOLUNTEER INVOLVEMENT**

The festival has many great ways to involve employees, let's discuss ways we can include them and their families in what promises to be a memorable and fun experience.

**INCLUSION IN EVENT MATERIALS, MEDIA RELEASES AND ADVERTISING** Sponsors can be included in media packets, press releases and materials used to promote their involvement with the event. If applicable, appearances at appropriate venues by a sponsor's mascot or promotional character can be arranged to enhance exposure to the sponsor.

## **SPONSORSHIP BENEFIT DETAILS (continued)**

### **CORPORATE HOSPITALITY SUITE**

Upper level sponsors may reserve (on a first-come-first-served scheduling basis) a premier location for hosting a special corporate hospitality reception or company picnic. The suites are great for entertaining key clients and employees during the festival. (Extra charges may apply)

### **VIP GUEST HOSPITALITY PASS**

Pass holders receive VIP access to a premier waterfront location to view the air show and fireworks display. Invitations to exclusive VIP hospitality areas provide rare opportunities to meet visiting dignitaries and performers. A special sound system is provided for enjoying the airshow and fireworks broadcast coverage. Pass holders are entitled to VIP parking privileges, shuttle bus services, special offers, free food and beverages.

### **ON-SITE BOOTH SPACE FOR SALES AND MARKETING OPPORTUNITIES**

Opportunities to set up a 10'x10' booth to: display products, do product sampling, conduct sales or gather customer information. Specialty booths work great for relationship marketing and building goodwill. Examples of specialty booths are the Liberty Mutual "Blessings of Liberty" exhibit, Brinks Home Security "Lost Kids Corral", and Kraft "Hanger Hang Out" autograph tent.

### **INTRODUCTION OF EVENTS BY CORPORATE EXECUTIVES OR VIPs**

This is a great opportunity for sponsors to put key people in the spotlight and meet the public. Presenting sponsors may also provide taped messages to be played throughout the day.

### **USE OF THE TACOMA FREEDOM FAIR LOGO (Not for merchandise licensing)**

If approved for the current festival year, a sponsor may use the Freedom Fair logo on advertising and promotions to expand customer awareness of the sponsorship involvement with the event. An official product or service designation is negotiable.

### **SPONSOR ADVERTISEMENT AND RECOGNITION IN OFFICIAL PROGRAM**

Based upon the level of support, advertisement space is guaranteed in the official event program. Distribution is guaranteed and thousands more will be distributed free to the festival crowd on July 4<sup>th</sup>. (Camera-ready art must be supplied by June 1; color and ad placement will be available at the sponsor's expense unless otherwise negotiated.)

### **LISTING AND HOT LINK ON THE FREEDOM FAIR WEB SITE**

Upper level sponsors may have their name, logo and a hot link to their website displayed on the Freedom Fair website for a year. The site provides helpful information about the event to thousands of visitors. All sponsors will be listed on the Freedom Fair website.

### **AIRCRAFT RIDES, CONTEST AND CROSS PROMOTIONS AVAILABLE**

Sponsors have a large degree of flexibility in creating promotions or contests that will help drive sales or traffic. Airshow sponsors can use or run a contest to win an opportunity to fly with one of the airshow performers.

***Please give us the opportunity to develop a customized sponsorship package for you!***