



Monday July 3, 2023 | 6:00 – 10:00 pm

2023 SPONSORSHIP OPPORTUNITIES

The City of Kennesaw has been “Saluting America” with fireworks and entertainment for over 54 years. Kennesaw’s celebration is highlighted with two stages of live music, street entertainment, food vendors, and activities for kids, as well as the fireworks to end the night. The expected attendance for this event is 15,000.

Presenting Sponsor

- Industry category exclusivity (in Presenting level)
- Onsite display space up to 10’ x 20’ (tent, table and chairs included)
- Logo on informational/promotional banner for event
- Logo on A-frame signage about sponsors at event
- Logo on Main Stage fly by banner
- Company included in Press Release as presenting sponsor (sent out 4-6 weeks out)
- Tags in social media campaign as Presenting Sponsor
- 20 second announcement provided by sponsor included with PA announcements (6)
- Sponsor listed in no less than 8 PA announcements
- Two reserved tables
- Logo and link on event website

INVESTMENT: Starting at \$5,000

Premier Sponsor

- Industry category exclusivity (in Premier level)
- Onsite display space up to 10’ x 20’ (tent, table and chairs included)
- Naming rights to one (1) event asset (circle one: Reserved VIP Seating, Pet Paradise, Food Court, Kids Zone)
- Logo on informational/promotional banner for event
- Logo on A-frame signage about sponsors at event
- Logo on Main stage fly by banner
- Company included in Press Release (sent out 4-6 weeks out)
- Tags in social media campaign as Premier Sponsor
- Up to 20 second announcement provided by sponsor included with PA announcements (3)
- Sponsor listed in no less than 4 PA announcements
- One reserved table
- Logo and link on event website

INVESTMENT: \$2,500

Sustaining Sponsorship

- Onsite display space of 10'x10' (tent, table and chairs included)
- Company name listed in 2 PA announcements at event
- Company name listed on A-frame signage about sponsors at event
- Company name listed on Main Stage fly by banner
- Company name/link on event website

INVESTMENT: \$1,000

Supporting Sponsorship

- Company name listed in 2 PA announcements at event
- Company name listed on A-frames about sponsors at event
- Company name/link on event website

INVESTMENT: \$250

