



Promotional Opportunities

Independence
Spectacular 2024

Results Guaranteed to Be Sky-High



About Visalia

Serving as the cultural, economic, and commercial hub of Tulare County, Visalia continues to grow in population, diversity, and sophistication.

Population: 143,000+

Households: 55,000+

Median Value of Homes: \$315,100+

Residents Who Moved In Past Year: 6.4%

Single Unit Structures: 79%

Multi-Unit Structures: 18%

Owner Occupied Units: 54%

Renter Occupied Units: 46%

Data provided by CensusReporter.org, according to 2021 Census.



Partner with City of Visalia

and make it a win for your organization



Over 1.1M annual social media reach

Over 58K combined social media following

Nearly 150K post interactions in 2023



Over 1.9M annual website page views

Over 544K annual website users

26K+ website referrals from social media



Credibility as city government

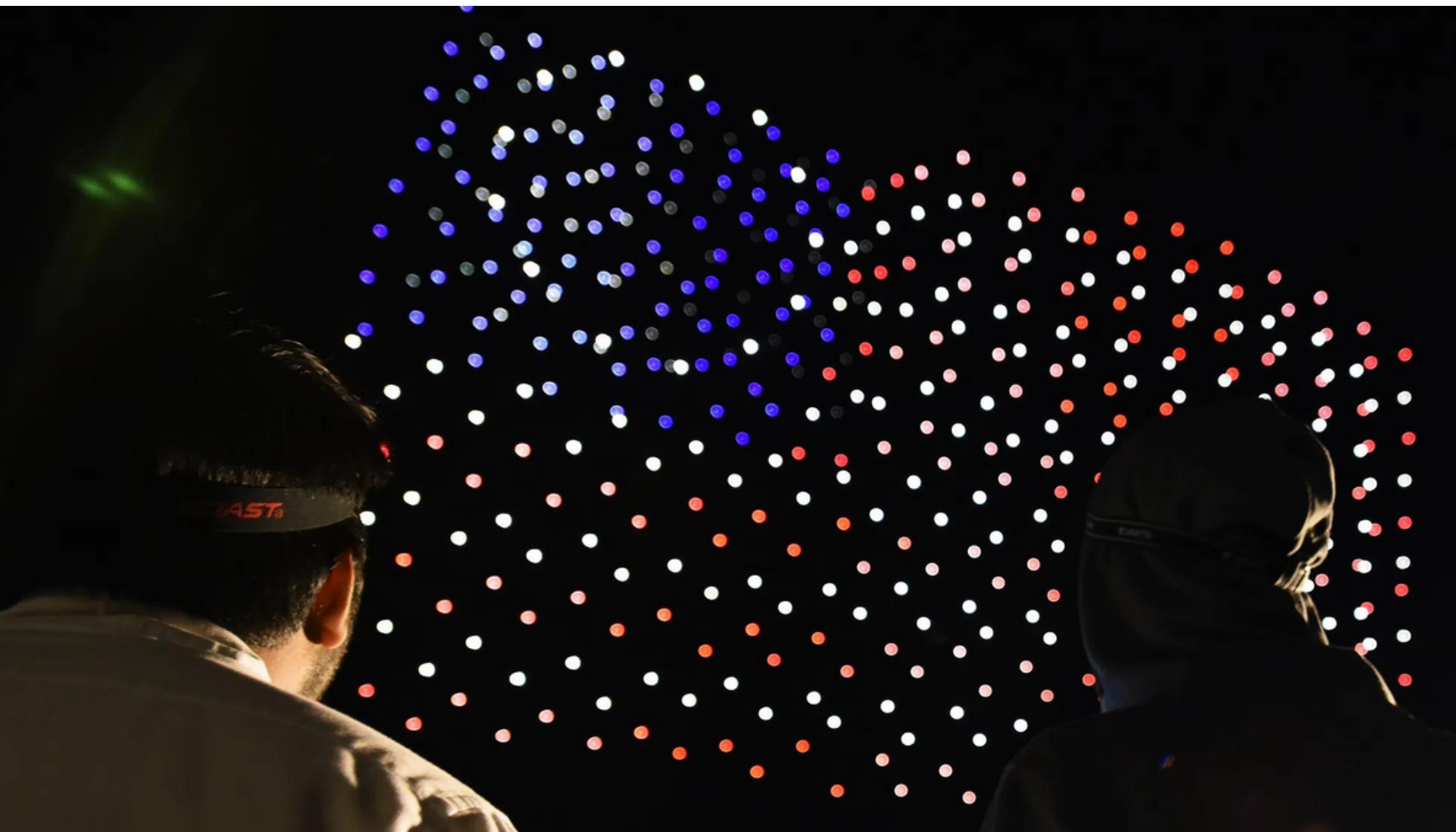
Nearly 18K combined email subscribers

Local resource for news, updates, and community



What Is Visalia's Independence Spectacular?

Wednesday, July 3
Riverway Sports Park








Fireworks are so 2023! The City of Visalia is making this year's 4th of July **Spectacular** by hosting an inaugural event featuring custom drone light shows synced to music. A phenomenon that not only brings a crowd, but is talked about on social media weeks after the event – these drone shows are sure to make Visalia's 4th of July the best in the area.

In addition to (2) 12-minute drone shows, Visalia's Independence Spectacular will be fun for the entire family with a kids zone, live entertainment, community booths, and so much more. While the event will also feature a beer garden and food court, guests will be able to bring in outside food and drinks. All this fun will cost just \$5 per person for admission, but children under 10 will be free!

Although this will be the inaugural Independence Spectacular, event organizers and partners are already expecting a crowd in the thousands and a robust marketing campaign that will benefit all organizations involved.

Still not sure if you should get involved? Here's how you'll benefit from being an Independence Spectacular Partner...

How You Will Benefit:

-  Earn recognition for helping bring a unique experience to Visalia and surrounding communities
-  Generate leads while raising awareness for your organization
-  Grow your online presence with a dedicated sponsor page on the City of Visalia website
-  Strengthen digital marketing efforts with inclusion in City of Visalia social media and email blasts
-  Meet your goals and see results with customized packages available



Sponsorship Opportunities

Take your marketing efforts to the sky! This exclusive sponsorship level is unlike any other.



Grand Finale Sponsor Total Investment: \$35,000

- Your logo in (2) Sky Shows *visible from 2 miles away* *
- Naming rights and logo on all promotional materials
- Opportunity to host in-person booth at Independence Spectacular and all COV 4th of July events
- Video recognition of organization / partnership produced by City of Visalia and shared on COV social media platforms
- (1) Banner ad hung throughout event area
- Minimum of (5) stage announcements
- Dedicated email blast to nearly 18K subscribers
- (3) Ads included in separate emails blasts
- (1) Full-Page Ad in Summer Live & Play Guide
- (4) Ads shared to @visaliaparks social media
- (2) Ads shared to @cityofvisalia social media
- (1) Ad on City of Visalia website homepage for 7 days
- (1) Exit Coupon or Ad handed to event attendees
- Logo placed on front of event staff / volunteer shirts

*Visibility beyond event area is dependent on weather and air conditions.

Sponsorship Opportunities

Live entertainment brings the crowd to the stage and with this sponsorship...right to you!



Stage Sponsor

Total Investment: \$20,000

- Your logo in (2) Sky Shows *visible from 2 miles away* *
- Opportunity to display item or activation next to stage
- Stage naming rights and prominent logo displayed on all stage signage
- (1) Large banner ad hung as stage backdrop
- (2) 3-minute speaking opportunities on stage before each Sky Show
- Logo on all promotional materials and on back of event staff / volunteer shirts
- Video recognition produced by City of Visalia and shared on COV social media platforms
- (3) Ads included in separate emails blasts to nearly 18K subscribers
- (3) Ads shared to @visaliaparks social media
- (1) Full-Page Ad in Summer Live & Play Guide
- (1) Ad shared to @cityofvisalia social media
- Ad on City of Visalia website homepage for 4 days
- Minimum of (3) stage announcements
- (1) Exit Coupon or Ad handed to event attendees

*Visibility beyond event area is dependent on weather and air conditions.

Sponsorship Opportunities

Food is a staple at any event, but in the summer? It's a must! This sponsorship will put you front and center!



Food Court Sponsor

Total Investment: \$7,000

- Your logo in (2) Sky Shows *visible from 2 miles away* *
- Opportunity to display item or activation next to food court
- Food court naming rights and prominent logo displayed on wayfinding signage
- (1) Banner ad hung throughout event area
- Logo on all promotional materials
- Video recognition produced by City of Visalia and shared on COV social media platforms
- (1) Coupon or Ad handed to food court patrons at time of purchase
- (2) Ads included in separate emails blasts to nearly 18K subscribers
- (2) Ads shared to @visaliaparks social media
- (1) Half-Page Ad in Summer Live & Play Guide
- (1) Ad shared to @cityofvisalia social media
- Ad on City of Visalia website homepage for 2 days
- Minimum of (3) stage announcements
- Logo placed on back of event staff / volunteer shirts

*Visibility beyond event area is dependent on weather and air conditions.

Sponsorship Opportunities

No explanation necessary. This sponsorship positions your organization perfectly to reach a target audience.



Beer Garden Sponsor

Total Investment: \$7,000

- Opportunity to display item or activation next to beer garden
- Beer garden naming rights, prominent logo displayed on wayfinding signage
- (1) Banner ad hung throughout event area
- Logo on all promotional materials
- Video recognition produced by City of Visalia and shared on COV social media platforms
- (1) Coupon or Ad handed to beer garden patrons at time of purchase
- (2) Ads included in separate emails blasts to nearly 18K subscribers
- (2) Ads shared to @visaliaparks social media
- (1) Half-Page Ad in Summer Live & Play Guide
- (1) Ad shared to @cityofvisalia social media
- Ad on City of Visalia website homepage for 2 days
- Minimum of (3) stage announcements
- Logo placed on back of event staff / volunteer shirts

Sponsorship Opportunities

Looking to reach families? Look no further than the Kids Zone where kids will be kicking off summer!



Kids Zone Sponsor

Total Investment: \$7,000

- Opportunity to display item or activation next to Kids Zone and/or create experiential booth in Kids Zone
- Kids Zone naming rights, prominent logo displayed on wayfinding signage
- (1) Banner ad hung throughout event area
- Logo on all promotional materials
- Video recognition produced by City of Visalia and shared on COV social media platforms
- (1) Coupon or Ad handed to parents exiting Kids Zone
- (2) Ads included in separate emails blasts to nearly 18K subscribers
- (2) Ads shared to @visaliaparks social media
- (1) Half-Page Ad in Summer Live & Play Guide strategically placed in youth or tiny tot section
- (1) Ad shared to @cityofvisalia social media
- Ad on City of Visalia website homepage for 2 days
- Minimum of (3) stage announcements
- Logo placed on back of event staff / volunteer shirts

Advertising Opportunities

If you're looking to reach event attendees, we have options that will bring you results!



Handwashing Signage Cost: \$1,000*

- Opportunity to have (1) 12in x 8 in ad prominently displayed at eye-level at all handwashing stations
- Opportunity to display item or activation next to all handwashing stations
- (1) Banner ad hung throughout event area

Entrance Giveaway Cost: \$2,000

- Opportunity to provide first 200 guests with a branded giveaway item such as a hat, bag, etc.
- *Items must be provided by advertiser and delivered to Visalia Recreation by June 26*

*Does not include the cost of printing signage.

Advertising Opportunities

If you're looking to reach event attendees, we have options that will bring you results!



Banner Ads

Cost: Varies*

- (1) banner ad displayed throughout the event area
- (1) stage announcement

Sizing Options:

12ft x 4ft.....	\$700
8ft x 4ft.....	\$500
6ft x 2ft.....	\$400
4ft x 2ft.....	\$300

*Does not include the cost of printing signage. Must provide banner.

Exit Coupons

Cost: \$250

- (1) printed coupon or ad (*not to exceed 4in x 6in*) to be distributed to event attendees as they exit

*Does not include the cost of printing signage. Must provide banner.

Booth Participation Opportunities

Be part of it all! This is the best way to directly engage with community members and participate.



Commercial Sales

Cost: \$150

- (1) 10ft x 10ft booth space at event with sales permitted
- *Must provide proof of valid City of Visalia Business Certificate and Insurance*
- *Must provide own canopy tent, table, chairs, and any decorative items such as tablecloths. Only booth space will be provided.*

Nonprofit / Informational

Cost: \$75

- (1) 10ft x 10ft informational booth space at event
- *Sales at booth are not permitted. Only informational or promotional materials may be distributed.*
- *Must provide own canopy tent, table, chairs, and any decorative items such as tablecloths. Only booth space will be provided.*



Independence Spectacular



Please select your investment level:

- | | |
|---|---|
| <input type="checkbox"/> Grand Finale: \$35,000 | <input type="checkbox"/> Stage: \$20,000 |
| <input type="checkbox"/> Food Court: \$7,000 | <input type="checkbox"/> Beer Garden: \$7,000 |
| <input type="checkbox"/> Kids Zone: \$7,000 | <input type="checkbox"/> Handwashing: \$1,000 |
| <input type="checkbox"/> Banner: <i>Varies</i> | <input type="checkbox"/> Entrance Giveaway: \$2,000 |
| <input type="checkbox"/> Exit Coupons: \$250 | <input type="checkbox"/> Booth: \$75 - \$150 |
| <input type="checkbox"/> Custom Package: <i>Please contact us for custom options.</i> | |

Name: _____

Company: _____

Title: _____

Date: _____

X _____

Contact Us

We look forward to partnering with you for the inaugural Independence Spectacular! We are eager to help promote your organization while providing a fun, safe, and unique 4th of July experience to Visalia and surrounding communities.

Didn't see an opportunity that meets your needs? Reach out and we can customize!

Laurissa Roggenkamp

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