



Sponsor Levels and Benefits

The Arlington Independence Day Parade is the largest Independence Day parade in Texas and has been recognized by the Texas Festivals and Events Association as the "Best Parade in Texas of its Size" for the past three years.

RED \$500	WHITE \$1,000	BLUE \$2,500
<ul style="list-style-type: none"> • Name listed on website • Name listed on social media • Parade entry fee waived • 2 parade t-shirts • NEW: Digital "Proud Supporter" badge for sponsor's website/ social media • NEW: Invitation for 2 to breakfast with dignitaries 	<ul style="list-style-type: none"> • <i>Includes all Red benefits, plus:</i> • Recognition on TV broadcast and by route announcers • Permission to distribute promo items along the route • Logo on parade t-shirt (deadline applies) • Sponsor plaque • NEW: Sponsor spotlight on social media (individual post) • NEW: Logo on parade website (not just name) 	<ul style="list-style-type: none"> • <i>Includes all White benefits, plus:</i> • Logo on official banner carried in parade • Logo on signage and banners • Included in parade advertising • Website link from parade website • NEW: Video spotlight on social media • NEW: Reserved VIP seating area for 2 • NEW: Option to host a small activation booth at the start/ finish area (if space allows)
GOLD \$5,000+	NEW TIER: PLATINUM \$10,000	
<ul style="list-style-type: none"> • <i>Includes all Blue benefits, plus:</i> • Featured in social media campaign • Logo featured on parade billboard • Featured on feather flags along route • VIP bag • NEW: Invitation to exclusive "Behind the Scenes" parade tour • NEW: Sponsor highlight in press release • NEW: 30-second interview segment for broadcast or social media • NEW: Opportunity to present an award (Best Float, Best Youth Entry, etc.) • NEW: 4 VIP seats 	<ul style="list-style-type: none"> • <i>Includes all Gold benefits, plus:</i> • "Presented By" naming rights for one major parade element: • Reviewing stand • TV broadcast • Volunteer HQ • Staging area • Sponsor representative invited to give opening remarks • Sponsor logo on all feather flags • Exclusive banner placement at the most visible location • Dedicated parade segment thanking the sponsor • Sponsor float placed in the first 10 entries • 8 VIP seats • Sponsor logo on volunteer shirts 	