

ROUND ROCK JULY 4TH FRONTIER DAYS FESTIVAL

SPONSORSHIP OPPORTUNITIES

YEAR 2024



FESTIVAL DETAILS:

THURSDAY, JULY 4TH, 2024

FESTIVAL: 12:00-11:30PM

OLD SETTLERS PARK, ROUND ROCK

The Round Rock July 4th Frontier Days Festival is one of the biggest and most highly anticipated events in the community. Complete with live music, fireworks, carnival rides, inflatables, a hot pepper eating contest, and more, this signature Round Rock event boasts over **40,000** anticipated attendees from Austin, Georgetown, and beyond.

To Apply, Contact: MBowman@roundrocktexas.gov



KIDS ZONE SPONSOR:

\$1,000 - 2 Spots Available

- Reserved area to set up a 10x10 promotional booth at the festival.
 - Sponsor must provide their own canopy, table, chairs, and any other booth materials.
 - Booth area is at the festival only.
- Company logo featured, and linked to company website, on Round Rock July 4th event webpage.
- Emcee shoutouts from the main stage throughout the festival.
- Company tagged in the caption of July 4th promotional social media posts on PARD social channels.
- Company logo featured in July 4th promotional email newsletter.
- Company logo featured on July 4th event flyer.
- Company shoutout in PARDcast Podcast, available on Amazon, Spotify, iHeart Radio, Apple Podcasts, and Google Podcasts.
- Company logo featured on jumbo LED event screens on rotation throughout the Frontier Days Festival at Old Settlers Park.
- Company logo featured on 'Presented By' signage located in the Kids Zone area.



PEPPER EATING CONTEST SPONSOR:

\$1,000*

- Reserved area to set up a 10x10 promotional booth at the festival.
 - Sponsor must provide their own canopy, table, chairs, and any other booth materials.
 - Booth area is at the festival only.
- Company logo featured, and linked to company website, on Round Rock July 4th event webpage.
- Emcee shoutouts from the main stage throughout the festival.
- Emcee shoutouts throughout the Pepper Eating Contest.
- Company tagged in the caption of July 4th promotional social media posts on PARD social channels.
- Company logo featured in July 4th promotional email newsletter.
- Company logo featured on July 4th event flyer.
- Company shoutout in PARDcast Podcast, available on Amazon, Spotify, iHeart Radio, Apple Podcasts, and Google Podcasts.
- Company logo featured on jumbo LED event screens on rotation throughout the Frontier Days Festival at Old Settlers Park.
- Company logo featured on 'Presented By' signage located at the Pepper Eating Contest area.

***Portion of Sponsorship fee will be allocated to the prize purses for Pepper Eating Contest winners.**

INFLATABLE SPONSOR:

\$750

- Reserved area to set up a 10x10 promotional booth at the festival.
 - Sponsor must provide their own canopy, table, chairs, and any other booth materials.
 - Booth area is at the festival only.
- Company logo featured, and linked to company website, on Round Rock July 4th event webpage.
- Emcee shoutouts from the main stage throughout the festival.
- Company tagged in the caption of July 4th promotional social media posts on PARD social channels.
- Company logo featured on jumbo LED event screens on rotation throughout the Frontier Days Festival at Old Settlers Park.
- Company logo featured on 'Presented By' signage located next to festival inflatable.



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