



OFFICIAL SPONSORSHIP
Town of Palm Beach

MONDAY, JULY 4, 2022

Attendance approximately 120,000+

Join the City of West Palm Beach for South Florida's largest and best Fourth of July Celebration. This year's celebration will mark 4th on Flagler's 35th year! We are so proud that 4th on Flagler has become the largest, free community celebration in Palm Beach County. This year, as always, we invite the Town of Palm Beach and its residents to join us in providing this community service for all residents.

The celebration is heavily promoted on television – we are again working with WPBF-TV 25 again and we welcome our radio partners, Hubbard Radio which includes 97.9 WRMF, New Country 103.1, SUNNY 107.9, PARTY 96.3, News Talk 850 WFTL, Fox Sports 640 South Florida and X 102.3 with The Palm Beach Post supplying our print ads. With two stages, a kids area, a family picnic area, delicious food and drink, and of course the grand star – the fireworks – this event is slated for good ole' Americana fun!

Benefits include:

- Right to a Corporate Display Areas; one (1) 10x10 tent on Flagler Drive
- Media Recognition
 - Corporate Inclusion in select print ads to run in The Palm Beach Post
 - Corporate Inclusion in select radio ads to run on Hubbard Radio West Palm Beach
- Website Inclusion
- Collateral Inclusion on 4th on Flagler Collateral
- Prominent Signage at Event; Inclusion on all Sponsor Boards
- VIP Ticket Package for Event
 - 1 VIP Parking Pass
 - 14 Tickets to the VIP Hospitality Area
- Right to pre and post event promotions (with City's prior approval)
- First right of refusal

PACKAGE VALUE - \$ 20+K ANNUALLY