



2026 Parking Co-Sponsorship

The 2026 36th annual 4th of July event will be held from 3 p.m. to 10:30 p.m. at the South Plains Fairgrounds. This event will include kids' activities, food vendors, other free activities for the community, and music from Lubbock favorites. In 2026, entities that signed up as title sponsors for the various events throughout the day and are expected to return in 2026 are H.E.B. and Gorilla Law Firm.

We are inviting you to be a **Title Co-Sponsor for the Parking Lots** at 4th On Broadway. An estimated 100,000 festivalgoers attend the 4th on Broadway each year, with an estimated total of 750,000 reached through event promotions.

The fee for the Parking Lot Co-Sponsorship is \$10,000. In return, your company will receive benefits including:

Co-Title Naming Rights

- As the title co-sponsor, your company name will be incorporated on any and all promotions for the Parking Lots. In all promotions for the Parking Lots, the area will be deemed and named **“(Insert company name) and (Co-sponsor’s name) Parking Lot”**.

Festival Print Advertising

- Company name/logo on all posters (300 distributed regionally)
- Company name/logo included in the Lubbock Avalanche-Journal thank you ad
- Company logo incorporated on all parking lot signage
- Company logo included on 575 event t-shirts worn by volunteers, band, and parade marshals
- Company logo will be included in the Lubbock Avalanche Journal information insert distributed before the event

Festival Website, Social Media, and Email Advertising

- Company name/logo will appear on multiple promotional event listing websites
- Company name appearing in Facebook posts pertaining to the 4th on Broadway activities
- Facebook Promotional Posts with company Facebook tag - anywhere from 40k - 100k reach per promo
- Company name and logo (with website link) will be featured on the event page of civclubbock.org
- Logo/webpage link will remain on the event page until January 2027



Event Promotion

- Company banners around South Plains Fairgrounds (provided by sponsor)
- Lacey Nobles featured in interviews with event personnel (Media sponsors include KLBK/KAMC & KCBD/FOX)
- Logo placement on onsert ad for the **Parking Lots** in City of Lubbock Utilities bill

Complimentary VIP

- Free entry in the parade
- Free vendor booth space at Reliant's Picnic Under the Stars
- 10 complimentary parking passes to Mackenzie Park on July 4, 2026
- 20 complimentary passes for Evening Concert and a sponsor appreciation tent with food and special concert seating on July 4, 2026