



# 4TH ON BROADWAY

4TH ON BROADWAY IS LUBBOCK'S ANNUAL INDEPENDENCE DAY CELEBRATION, BRINGING THE COMMUNITY TOGETHER FOR A FULL DAY OF PATRIOTIC FUN IN THE HEART OF DOWNTOWN. THE EVENT FEATURES A LARGE PARADE, LIVE ENTERTAINMENT, FAMILY ACTIVITIES, LOCAL VENDORS, AND ENDS WITH ONE OF THE BIGGEST FIREWORKS SHOWS IN THE REGION. IT'S A LONG-STANDING TRADITION THAT CELEBRATES COMMUNITY, FREEDOM, AND SUMMER IN WEST TEXAS WHILE WELCOMING RESIDENTS AND VISITORS ALIKE TO EXPERIENCE THE SPIRIT OF THE FOURTH TOGETHER.

**(01) EVENT HISTORY**

**(02) 2026 OVERVIEW**

**(03) SPONSORS**

**(04) COMMUNITY BENEFITS**

STAGE LEFT PRODUCTIONS



# WHERE 4TH ON BROADWAY BEGAN

01

- **BEGAN IN 1991 AS A COMMUNITY CELEBRATION WELCOMING HOME DESERT STORM VETERANS.**
- **ORGANIZED AFTER DAVID LANGSTON PARTNERED WITH DON CALDWELL TO CREATE THE FIRST FESTIVAL, WHICH QUICKLY GREW IN POPULARITY.**
- **EARLY CELEBRATIONS HELD THE EVENING CONCERT AND FIREWORKS AT THE LUBBOCK CIVIC CENTER.**
- **IN 1999, THE EVENING FESTIVITIES MOVED TO MACKENZIE PARK, SIGNIFICANTLY EXPANDING ATTENDANCE AND ATMOSPHERE.**
- **OVER TIME, THE CELEBRATION GREW TO ATTRACT AROUND 100,000 ATTENDEES EACH YEAR, BECOMING ONE OF THE LARGEST JULY 4TH EVENTS IN TEXAS.**
- **THE EVENT EXPANDED BEYOND THE PARADE TO INCLUDE LIVE MUSIC, A STREET FAIR, VENDORS, AND FAMILY ACTIVITIES.**
- **TODAY, IT CONTINUES AS A LONG-STANDING LUBBOCK TRADITION CELEBRATING COMMUNITY, PATRIOTISM, AND INDEPENDENCE DAY TOGETHER.**





# EVENT OVERVIEW



(02)

# 4TH ON BROADWAY 2026

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**WHO:**

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**HOSTED BY *CIVIC LUBBOCK, INC.*  
IN PARTNERSHIP WITH *STAGE  
LEFT PRODUCTIONS* AND  
COMMUNITY SPONSORS,  
BRINGING IN AN ESTIMATED  
ATTENDANCE OF 100,000  
PEOPLE EACH YEAR**



**EVEN<sup>T</sup> OVERVIEW**



# EVENT OVERVIEW

# 4TH ON BROADWAY 2026

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## WHAT:

**H-E-B PARADE  
PICNIC UNDER THE STARS  
GORILLA LAW FIRM EVENING CONCERT  
H-E-B FIREWORKS FINALE**

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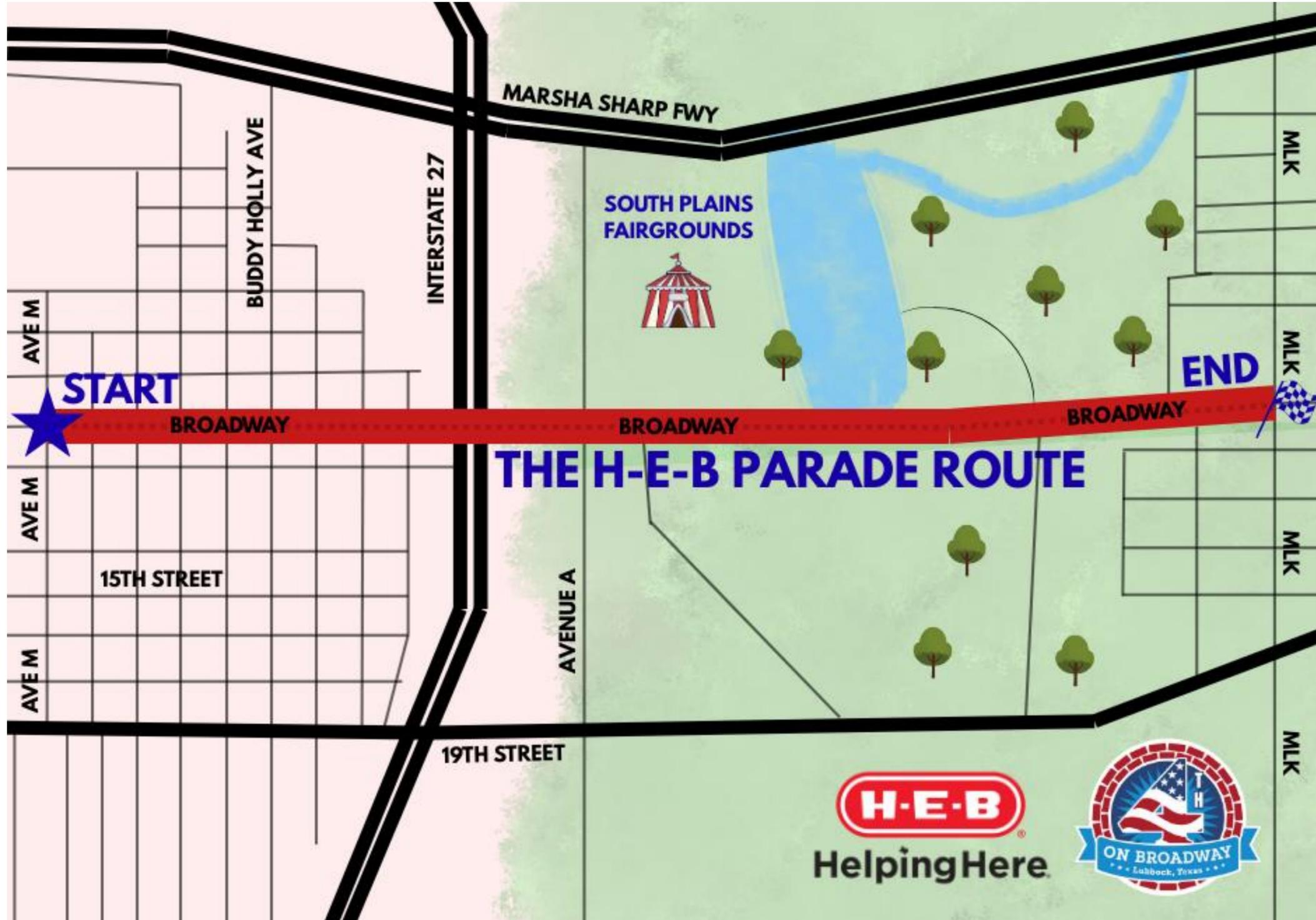
## WHEN:

**SATURDAY, JULY 4, 2026  
H-E-B PARADE - 9:45 AM  
PICNIC UNDER THE STARS - 3:00 PM  
GORILLA LAW FIRM CONCERT - 7:00 PM  
H-E-B FIREWORKS - 10:00 PM**

**WHERE:**

**NEW PARADE ROUTE  
SOUTH PLAINS FAIRGROUNDS**

**EVENT OVERVIEW**



**03**

**SPONSORS**

Sonic Drive-In – Classic Car Show Sponsor

Leprino – Kid's Area Sponsorship

United Supermarkets – T-Shirt Sponsor

Downtown LBK – Shuttle Bus Sponsor

Mullin, Hoard, and Brown – Shuttle Bus Sponsor

Lubbock National Bank – Shuttle Bus Sponsor

Prosperity Bank – Red Sponsorship

Hugo Reed and Associates – White Sponsorship

Pick-Axe (SIMFLO) – White Sponsorship

Lubbock Cultural Arts Foundation – Blue Sponsorship

Gorilla Law Firm – Entertainment+Sound system paid for, Evening Concert

Lamar Advertising – Billboard space

Lubbock Avalanche Journal – Information insert

Coca Cola – Drink trailers

LP&L – Electrical services

Coffee and Cars – Cassic Car Show hosts



**A LOOK  
AT OUR  
SPONSORS**

# COMMUNITY BENEFITS



**FREE, FAMILY-FRIENDLY CELEBRATION ACCESSIBLE TO THE ENTIRE COMMUNITY**

**BRINGS RESIDENTS TOGETHER AND STRENGTHENS LOCAL PRIDE AND CIVIC CONNECTION**

**PROVIDES EXPOSURE AND REVENUE OPPORTUNITIES FOR SMALL BUSINESSES, VENDORS, AND PERFORMERS**

**INCREASES TOURISM AND LOCAL ECONOMIC ACTIVITY ACROSS LUBBOCK**

**OFFERS VOLUNTEER AND PARTICIPATION OPPORTUNITIES FOR SCHOOLS, NONPROFITS, AND ORGANIZATIONS**

**CREATES A SAFE, SHARED SPACE FOR FAMILIES AND VISITORS TO CELEBRATE INDEPENDENCE DAY**

**SUPPORTS LONG-STANDING COMMUNITY TRADITION AND HOMETOWN CULTURE**



# CONTACT



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**4TH ON BROADWAY**