



PRESCOTT FREEDOM FESTIVAL 2026

Date: July 4, 2026

Time: 3:00 PM – 10:00 PM

Location: Pioneer Park-1200 Commerce Drive, Prescott AZ

Admission: FREE

Join us for an unforgettable day of fun and festivities!

Spectacular Fireworks show

Live Music

Inflatables & Mechanical Bull

Games and activities for all ages

A variety of food and beverage options

Beer Garden for 21+

Brought to you by the City of Prescott

Celebrate community, fun, and

the 250th Independence Day in Prescott!

250 YEARS OF FREEDOM, FUN, AND
FIREWORKS!



SPONSORSHIP *opportunity*

Sponsoring Prescott's 250th Independence Day Celebration on July 4, 2026, puts your business at the heart of a historic, high-visibility community event. This signature celebration attracts thousands of residents and visitors, providing valuable visibility, positive brand recognition, and meaningful community connection to families and visitors. Your support helps create memorable experiences, expand free activities, and celebrate Prescott's history, patriotism, and community spirit.

BENEFITS:

- Brand Visibility**
- On-Site Recognition**
- Community Engagement**
- Networking Opportunities**
- Media Exposure**
- Exclusive Access**
- Positive Community Impact**

**JOIN US IN MAKING THIS YEARS
CELEBRATION ONE TO REMEMBER!**

CONTACT US:

parks.programming.staff@prescott-az.gov

Phone: 928-777-1121

City of Prescott

4th of July Celebration 2026

Event Date: July 4, 2026
Location: Pioneer Park, 1200 Commerce Dr., Prescott, Arizona
Hosted by: City of Prescott

Sponsorship Levels

Big Bang Sponsor – \$20,000 - Exclusive Opportunity

Top billing as Presenting Sponsor
Fireworks Sponsor
Large Logo placement on all promotional materials including Commemorative T-shirts and Gurley Street Banner
Social media, City Website and On-site recognition throughout event
Reserved front row to stage and fireworks pop-up tent with table and chairs
10 Annual City Parking Passes
Commemorative Sponsor Plaque
Recognition in Press Release
Premier Vendor Booth Location

Founding Father Sponsor – \$15,000

Social media, City Website and On-site recognition
Logo placement on promotional materials including Commemorative T-shirts
Reserved front row to stage and fireworks pop-up tent with table and chairs
Commemorative Sponsor Plaque
Vendor Booth
6 Annual City Parking Passes

Red, White & Blue Sponsor – \$10,000

Social media, City Website and On-site recognition
Logo placement on Commemorative T-shirts
Reserved front row to stage and fireworks pop-up tent with table and chairs
Commemorative Sponsor Plaque
Vendor Booth
4 Annual City Parking Passes

Freedom Sponsor – \$5,000

Social media, City Website recognition
Logo placement on select materials
Event-day recognition and booth space
2 Annual City Parking Passes

Patriotic Sponsor – \$1,500

Name recognition at the event
Booth space
1 Annual City Parking Passes

Friends of the 4th– \$500

Recognition

In-Kind Sponsorship Opportunities

We welcome in-kind donations such as entertainment, games, equipment rentals, food, or family activities.

SPONSORSHIP OPPORTUNITIES

City of Prescott 4th of July Celebration 2026

Sponsorship Opportunities

Event Date: July 4, 2026

Location: Pioneer Park, 1200 Commerce Dr., Prescott, Arizona

Hosted by: City of Prescott

Big Bang Sponsor – \$20,000 - Exclusive Opportunity

Top Billing as Presenting Sponsor

Receive premier recognition as the official Presenting Sponsor, positioning your brand at the forefront of Prescott's 250th Independence Day Celebration.

Fireworks Sponsor

Be prominently associated with the event's signature fireworks show, one of the most anticipated highlights of the celebration.

Large Logo Placement

Enjoy large logo placement on all promotional materials, including commemorative T-shirts and the highly visible Gurley Street banner.

Comprehensive Recognition

Gain exposure through social media, the City of Prescott website, press materials, and on-site announcements and signage throughout the event.

Exclusive Seating & Hospitality

Receive exclusive front-row seating near the stage and fireworks - 3 pop-up tents, 3 tables and 20 chairs for you and your guests. \$500 in food vouchers.

Annual City Parking Passes

Receive ten annual City parking passes as an added benefit for your team or guests.

Commemorative Sponsor Plaque

Be honored with a commemorative plaque recognizing your support of this historic milestone celebration.

Press Release Recognition

Be acknowledged as a key sponsor in official event press releases, extending your visibility beyond event day.

Premier Vendor Booth Location

Secure a premier vendor booth location, offering maximum foot traffic and direct engagement with attendees.

CONTACT INFORMATION

FOR SPONSORSHIP OPPORTUNITIES OR QUESTIONS, PLEASE CONTACT:
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928-777-1121

PARKS.PROGRAMMING.STAFF@PRESCOTT-AZ.GOV

SPONSORSHIP OPPORTUNITIES

City of Prescott 4th of July Celebration 2026

Sponsorship Opportunities

Event Date: July 4, 2026

Location: Pioneer Park, 1200 Commerce Dr., Prescott, Arizona

Hosted by: City of Prescott

Founding Father Sponsor – \$15,000

Social Media, City Website, and On-Site Recognition

Receive recognition across the City's social media platforms, the official City website, and through on-site signage and announcements throughout the event.

Logo Placement on Promotional Materials

Your logo will be prominently featured on promotional materials, including commemorative T-shirts, providing lasting visibility well beyond event day.

Reserved Seating & Hospitality

Receive exclusive front-row seating near the stage and fireworks - 2 pop-up tent, 2 table and 10 chairs for you and your guests. \$250 in food vouchers.

Commemorative Sponsor Plaque

Receive a commemorative plaque in appreciation of your support for Prescott's 250th Independence Day Celebration.

Vendor Booth

Secure a dedicated vendor booth to interact directly with attendees and showcase your business, products, or services.

Annual City Parking Passes

Receive six annual City parking passes, offering convenient downtown access throughout the year

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SPONSORSHIP OPPORTUNITIES

City of Prescott 4th of July Celebration 2026

Sponsorship Opportunities

Event Date: July 4, 2026

Location: Pioneer Park, 1200 Commerce Dr., Prescott, Arizona

Hosted by: City of Prescott

Red, White & Blue Sponsor – \$10,000

Social Media, City Website, and On-Site Recognition

Receive recognition across the City's social media platforms, official website, and through on-site signage and announcements during the event.

Logo Placement on Promotional Materials

Your logo will be featured on select promotional materials, including commemorative T-shirts, providing lasting visibility beyond the event.

Reserved Seating & Hospitality

Receive exclusive front-row seating near the stage and fireworks - 1 pop-up tent, 1 table and 6 chairs for you and your guests. \$100 in food vouchers.

Commemorative Sponsor Plaque

Receive a commemorative plaque in appreciation of your support for Prescott's 250th Independence Day Celebration.

Vendor Booth

Participate with a dedicated vendor booth, allowing direct interaction with event attendees and showcasing your business or services.

Annual City Parking Passes

Receive four annual City parking passes for convenient access throughout the year throughout the year

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SPONSORSHIP OPPORTUNITIES

City of Prescott 4th of July Celebration 2026

Sponsorship Opportunities

Event Date: July 4, 2026

Location: Pioneer Park, 1200 Commerce Dr., Prescott, Arizona

Hosted by: City of Prescott

Freedom Sponsor – \$5,000

Social Media and City Website Recognition

Receive acknowledgment across the City's social media platforms and official website, extending your brand's visibility before and after the event.

Name Placement on Select Materials

Name placement will appear on select promotional materials and commemorative t-shirt providing additional exposure to event attendees and the broader community.

Event-Day Recognition and Booth Space

Be recognized during the event and receive designated booth space to connect directly with attendees, share information, and promote your business.

Annual City Parking Passes

Receive two annual City parking passes, offering convenient access to downtown throughout the year.

Patriotic Sponsor – \$1,500

Name Recognition at the Event

Receive recognition during the event through on-site signage or announcements, acknowledging your support of the celebration.

Booth Space

Be provided with booth space at the event, allowing you to engage with attendees and share information about your organization or business.

Annual City Parking Pass

Receive one annual City parking pass for convenient access to downtown parking throughout the year.

Friends of the 4th– \$500

Recognition as community supporter

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SPONSORSHIP OPPORTUNITIES

City of Prescott 4th of July Celebration 2026

Sponsorship Opportunities

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In-Kind Sponsorship Opportunities

We welcome in-kind donations that help enhance the event experience, including entertainment, games, equipment rentals, food, beverages, and family-friendly activities. In-kind sponsors play a vital role in creating a fun, engaging, and accessible celebration for the community while receiving recognition for their valuable contributions.

Depending on the value of the donation, in-kind sponsorships can be equivalent to any sponsor level, giving your organization the same visibility, benefits, and recognition as a monetary sponsor. These partnerships help offset event costs, expand free activities, and ensure a memorable experience for attendees of all ages, while showcasing your support for Prescott's 250th Independence Day Celebration.

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CITY OF PRESCOTT FREEDOM FESTIVAL SPONSORSHIP AGREEMENT

This Sponsorship Agreement (“Agreement”) is made and entered into as of the ____ day of _____, 2026, by and between the City of Prescott Recreation Services Department (“City”) and [Sponsor Name] (“Sponsor”).

1. *Sponsorship Level*

Sponsor agrees to participate at the following sponsorship level (check one):

- **Big Bang Sponsor - \$20,000**
- **Founding Father Sponsor - \$15,000**
- **Red, White & Blue Sponsor - \$10,000**
- **Freedom Sponsor - \$5,000**
- **Patriotic Sponsor - \$1,500**
- **Friends of the 4th Sponsor - \$500**

2. *Sponsorship Fee*

Sponsor agrees to pay a total sponsorship fee of \$_____ by _____ (payment due date). Payment is non-refundable unless event is cancelled by the City of Prescott.

3. *Sponsor Benefits*

City will provide the Sponsor with agreed-upon benefits, including, but not limited to:

- Logo placement on event marketing materials, banners, and social media.
- Recognition during the event and announcements.
- On-site booth or presence (if applicable).
- Other benefits outlined in Exhibit A.

4. *Term*

This Agreement is effective from the date signed through the conclusion of the 2026 4th of July Celebration.

5. *Use of Logos and Trademarks*

Sponsor grants City permission to use Sponsor’s logo and name for promotional purposes related to the event.

6. *Indemnification*

Sponsor agrees to hold harmless the City of Prescott and its employees from any claims arising from Sponsor’s participation and provide a Certificate of Insurance naming the City of Prescott Additionally Insured.

7. *Cancellation*

City reserves the right to cancel or reschedule the event. If cancellation occurs, City will provide notification and discuss options with Sponsor.

8. *Governing Law*

This Agreement shall be governed by the laws of the State of Arizona.

Signatures

City of Prescott: _____ Date: _____

Sponsor: _____ Date: _____

(Attach detailed benefits for Big Bang, Founding Fathers, Red, White & Blue, Freedom, Patriotic & Friends of the 4th levels.)

For sponsorship opportunities or questions, please contact:
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