



Sponsor Application



LACEY PARKS CULTURE & RECREATION | 2024 SPECIAL EVENTS

Wed. July 3 | Rainier Vista Community Park

The 3rd of July Fireworks has been a popular community staple for over 50 years. Join us for this year's festival with live entertainment, kids' activities, food vendors and more, followed by a spectacular fireworks show.



2023 Lacey Fireworks Spectacular

"It was an excellent opportunity to connect with the community, share about my business, and make our mission known."

"Local events like this [are] one of the most productive marketing strategies available..."

Our mission - Lacey Parks, Culture & Recreation aims to create exceptional events, experiences and environments that delight, educate, and inspire the human spirit and build a stronger community.

The City of Lacey has a tradition of kicking off Independence Day celebrations with a Fireworks Display on July 3. Typical attendance is about 20,000 people of all ages. Do not miss this fantastic event!



PUT US ON YOUR PLAYLIST!

Help us build our community through special events.



Thank you to our partners.



events@CityofLacey.org

360-491-0857

LaceyParks.org/Fireworks



Sponsor Application

JULY 3 | 4 PM - 11 PM • RAINIER VISTA PARK

Mail application to Lacey Parks, 420 College St SE, Lacey WA 98503 or email to events@cityoflacey.org for review

Firecracker Sponsor: \$1,000

- Business name on event webpage
- Business logo (small) on event map and signage
- 10x10 prime booth space at event
 - no selling, advertising only

Sparkler Sponsor: \$500

- 10x10 prime booth space at event
 - no selling, advertising only
- Note: Only food vendors and sponsors will have booth space at this event

Business/Organization Name: _____ Email: _____

Contact Person: _____ Phone: _____

Address: _____ City: _____ State: _____ Zip: _____

Day of Event Contact: _____ Day of Event Cell: _____

Sponsor Process:

Application **deadline is 5/31**. Interested sponsors will receive a brief questionnaire and sponsor agreement to sign via email and will be invoiced after signing.

I will staff a booth for this event.

I don't plan to have a booth at this event.

Sponsor Booth Policies: Please review and check/initial.

- All space is OUTSIDE. Sponsor must provide their own tent with weights, tables, chairs, & signage. Booth spaces are **informational only. No merchandise may be sold, and no on-site sales of services.** Giveaways or activities are encouraged to draw people to your booth. No power available.
- Two parking passes will be provided to each sponsor booth. Additional on-site parking is available, but extremely limited. Shuttle services are provided. Go to laceyparks.org/fireworks for details.
- No sponsor shall assign or sub-lease any part of their space or sponsor will forfeit any & all rights to future participation in July 3 event.
- Representatives must check in with staff at the park on 7/3/24 no earlier than 9:00 am & **no later than 2:00 pm. Booths must be open to the public between 4:00 pm and 9:30 pm.**
- At the conclusion of the event, or before the sponsor leaves, sponsor is responsible for cleaning their area. Cardboard recycling and refuse containers are located at the park.
- Booths and/or space will not be made available to groups, businesses, or individuals for the purpose of advocating a particular political, social, or religious point of view. Individuals will not be allowed to solicit outside of established booths and/or space.

Indemnification & Agreement:

I (we) agree to accept full responsibility for the quality of any and all goods sold by us and our organization at the Lacey Fireworks Spectacular. I (we) and our heirs, executors, and administration further agree to waive and release any and all rights and claims or damages we may accrue against the City of Lacey, Lacey Fireworks Spectacular, Sponsors, and their representatives, successors, and assignors for any and all injuries suffered by us or any of us at the Lacey Fireworks Spectacular. I (we) grant the City of Lacey permission to use and publish my or my child's photograph for promotional, marketing and editorial purposes in print and electronic media. No financial or other liability to me will be incurred by the City or the photographer.

Name: _____ Date: _____ Signature: _____