



July 3rd, 2020 6pm - 10pm

The Star Spangled Celebration on the River has become a premier event in the Southeast. The event promotes cooperation between the cities of Petal and Hattiesburg and Forrest County and has brought in visitors (by license plates) from 13 states and 25 MS Counties. The Petal Area Chamber of Commerce and the Historic Hattiesburg Downtown Association are working together again with many private and public entities to produce another first class experience for all attendees in 2020.

Our goal is to increase the visitor draw from surrounding counties to Petal and Hattiesburg and to provide family friendly festivities for residents of both cities. We will be soliciting sponsorships from local businesses to help finance the event. These sponsorships will cover the cost of fireworks, staging, entertainment, marketing, and site planning.

No event would be complete without a variety of food vendors as well as activities for kids. We are actively seeking vendor participation at both sites. This event will not include arts and crafts vendors.

As our title sponsor, Hattiesburg Coca-Cola will be the exclusive non-alcoholic beverage distributor for all ready to drink and brewed beverages at the event. No other carbonated or non-carbonated soft drinks or beverages may be advertised, sold, distributed or sampled in any manner that is in direct competition with products or Brands of Hattiesburg Coca-Cola Bottling Company United.

A sponsor and vendor application forms are attached. Please feel free to call or email questions to:

Valerie Wilson  
Petal Chamber of Commerce  
Valerie@petalchamber.com  
(601) 583-3306

Andrea Saffle  
Hattiesburg Downtown Association  
andrea@downtownhattiesburg.com  
(601) 270-1373



## All -American Presenting Sponsor (City of Hburg, Petal, FCBS)

### INVESTMENT OF - \$6500

- Named as Presenting Sponsor with corporate name/logo on all marketing and advertising locally and regionally including TV, radio, print and social media
- Name/ Logo on all marketing materials including event flyers, event poster, t-shirts, all promotional items, as a presenting sponsor.
- Corporate name/logo on all event title banners, located at both parks.
- Opportunity to make welcoming comments at event
- Promotional booth space at the event at both parks
- Ability to provide up to four (4) banners to be posted throughout the event
- Name/ logo on event website
- Ability to provide materials to go in the bags to be handed out to all event participants\*\*
- 6 VIP Access passes
- 10 event t-shirts

## Star Spangled Stage Sponsor (2 available)

### INVESTMENT OF - \$5000

- Named as a sponsor with corporate name/logo on all marketing and advertising including event posters, social media
- Sponsor Company name on banner/signage on stage (sponsor may provide additional banner signage in addition to event signage)
- Stage will be known as "SPONSOR COMPANY Stage" in promotions
- Sponsor Company name promoted by stage emcee
- Sponsor Company name associated with all entertainment publicity
- Sponsor Company name listed on signage at the event
- Sponsor Company name listed on back of t-shirt as sponsor
- Promotional booth space at the event at both parks
- Ability to provide up to two (2) banners to be posted throughout the event in each park\
- Name/ logo on event website
- Ability to provide materials to go in the bags to be handed out to all event participants\*\*
- 4 VIP Access passes
- 8 T-shirts

## **Patriot Sponsor**

INVESTMENT OF - \$2500

- Named as a sponsor with corporate name/logo on all marketing and advertising including event posters, social media
- Sponsor Company name banner located in a prominent location at both parks
- Sponsor Company name listed on signage at the event
- Sponsor Company name listed on back of t-shirt as sponsor
- Promotional booth space at the event at both parks
- 3 VIP Access passes
- 6 T-shirts

## **Freedom Sponsor**

INVESTMENT OF - \$1000

- Named as a sponsor with corporate name on select marketing and advertising including social media
- Sponsor Company name banner located in a prominent location at each park
- Sponsor Company name listed on signage at the event
- Promotional booth space at the event at both parks
- 2 VIP Access pass
- 4 T-shirts

## **Stars & Stripes Sponsor**

INVESTMENT OF - \$500

- Named as a sponsor with corporate name on select marketing and advertising including social media
- Sponsor Company name banner located in a prominent location at park of choice
- Sponsor Company name listed on signage at the event
- Promotional booth space at the event at both parks
- 1 VIP Access pass
- 2 T-Shirts

\* VIP access includes 1-reserved parking space, 2- reserved seats at both the stages and reserved seating space in prime fireworks viewing area

**Customizable packages are available upon request:**

**Coca- Cola**  
**“Star-Spangled Celebration on the River”**

**2020 VENDOR APPLICATION FORM**  
**Return deadline: May 10, 2020**

Vendor Name: \_\_\_\_\_

Product: \_\_\_\_\_

Address: \_\_\_\_\_

Contact: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

***Please mark your choice of booth space:***

\_\_\_\_\_ Food Vendors: (10 x 10 w/ electric) \$175

\_\_\_\_\_ Food Vendor: (10x10 w/o electric) \$125

***Please provide a list of what you would like to sell.***

***Please mark your choice of park:***

\_\_\_\_\_ Petal River Park    \_\_\_\_\_ Chain Park    \_\_\_\_\_ Both

*Payment is due no later than June 1st, 2020. By Signing below, I agree to the terms of this sponsorship agreement. Questions email to [andrea@downtownhattiesburg.com](mailto:andrea@downtownhattiesburg.com) or [valerie@petalchamber.com](mailto:valerie@petalchamber.com)*

\_\_\_\_\_  
Sponsor Signature

\_\_\_\_\_  
Date

**Make Checks payable to Star-Spangled Celebration on the River**  
**Mail to: P.O. Box 150, Hattiesburg, MS 39403**

**Coca- Cola**  
**“Star-Spangled Celebration on the River”**

**2020 Sponsorship Information Form**

**Return deadline: May 10, 2020**

Sponsor:

---

Address:

---

Contact:

---

Phone:

---

Email:

---

***Please mark your level of sponsorship:***

- |                          |  |         |
|--------------------------|--|---------|
| <input type="checkbox"/> | All American Sponsor (10 shirts)       | \$6,500 |
| <input type="checkbox"/> | Star-Spangled Stage Sponsor (8 shirts) | \$5,000 |
| <input type="checkbox"/> | Patriot Level Sponsor (6 shirts)       | \$2,500 |
| <input type="checkbox"/> | Freedom Sponsor (4 shirts)             | \$1,000 |
| <input type="checkbox"/> | Stars & Stripes Sponsor (2 shirts)     | \$ 500  |

***T-Shirt Sizes: ( )S ( )M ( )L ( )XL ( )2X ( )3X Indicate # of Shirts according to size***

---

*Payment is due no later than June 1st, 2020. By Signing below, I agree to the terms of this sponsorship agreement. I understand that I must provide shirt sizes and a high resolution logo no later than May 1st to be included in printed materials. Send email to [andrea@downtownhattiesburg.com](mailto:andrea@downtownhattiesburg.com) or [valerie@petalchamber.com](mailto:valerie@petalchamber.com)*

---

Sponsor Signature

Date

**Make Checks payable to Star-Spangled Celebration on the River  
Mail to: P.O. Box 150, Hattiesburg, MS 39403**