

39th Annual Rancho Cordova Fourth of July Rancho Cordova's All-America Celebration!



Wednesday, July 3 ★ 4-11 p.m. Festival & Fireworks

Thursday, July 4 ★ 9 a.m. Mile Run • 10 a.m. Parade • 4-11 p.m. Festival & Fireworks

MISSION

Rancho Cordova Fourth of July is a two-day festival and parade celebrating the local community and our American heritage. It is the signature event for the community.

COLLABORATORS

This complex event engages hundreds of local volunteers, numerous service organizations and many business sponsors within the community. Its popularity is confirmed by the large audiences which turn out for the parade and two-day festival, free concerts and fireworks shows. It is produced by the Cordova Community Council.



ATTENDANCE

Who attends the Rancho Cordova Fourth of July? Who doesn't! With its many activities, festival food, carnival rides, concerts, fireworks and more, the Rancho Cordova Fourth of July lays claim to the title of "premiere Fourth of July event in the region." No other community celebration offers the breadth of activities as does the Rancho Cordova Fourth of July, and an extraordinary fireworks show is guaranteed. Attendance has grown steadily over the years and welcomes 25,000 who attend the festival and fireworks. Approximately 10,000 participate in or watch the parade!

PUBLICITY

This event is marketed to the community and region through local media, social media, billboards and radio advertising by sponsors on our behalf. The event enjoys wonderful pre-event support from local media and is often part of regional news coverage.

Sponsor deadlines for collateral material, including publicity flyers, programs and volunteer gear, is May 3. Event marketing and advertising, including a publicity campaign, begins June 1.

SPONSORS

Sponsorships for the Rancho Cordova Fourth of July range from \$25,000 major event sponsors to \$250 contributions. Sponsorship packages offer a spectrum of exposure and benefits of supporting the community's largest event.

No event captures the spirit of the community like the Rancho Cordova Fourth of July. There are dozens of ways to align with this important community marker; let us find the one that matches your objectives.