



Huntington Beach Independence Day Event

Join us in celebrating **250 years** of freedom, community, and patriotism at the Huntington Beach Independence Day Event, a landmark event for all.

July 3-5



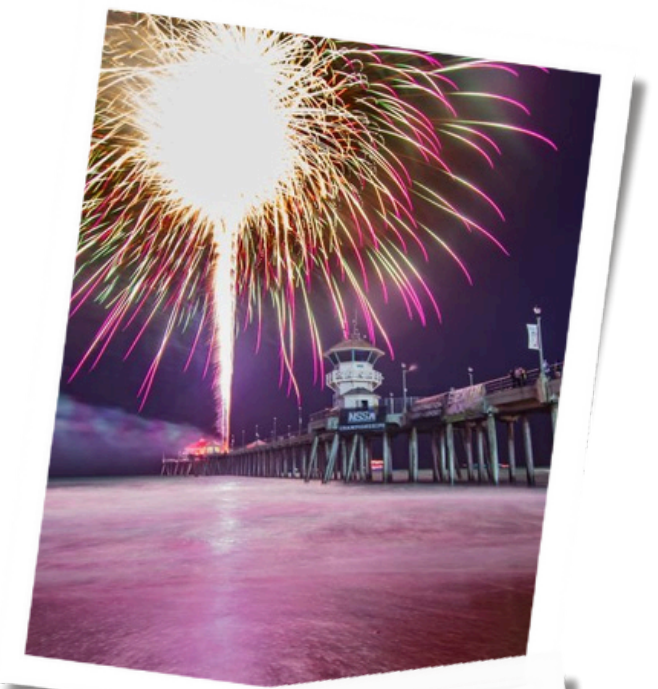
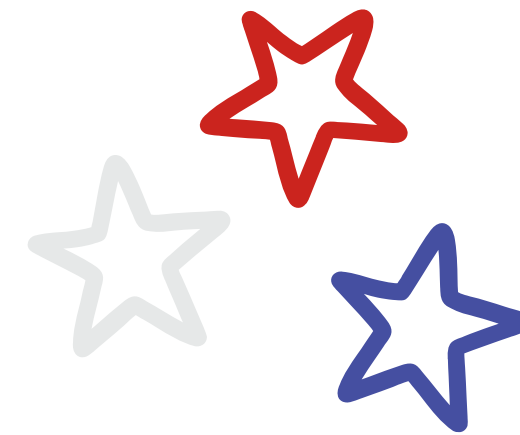
Honoring over a Century of Tradition

JOIN US IN HONORING OUR HERITAGE

In 1904, Huntington Beach marked the beginning of its Independence Day celebration, commemorating the arrival of the electric passenger train that connected the area to Long Beach and Los Angeles. The inaugural event drew a crowd of 50,000 people, setting the stage for a tradition that would grow in magnitude and significance.

Now, **122 years** later, this annual tradition continues to thrive, attracting **over 500,000 attendees** each year and earning the distinction of being the largest Independence Day celebration west of the Mississippi.

Join us on **July 4, 2026**, as we continue this storied tradition and celebrate Southern California's ultimate summer celebration!



Independence Day Events



SURF CITY 5K RUN

Kick off the festivities with the annual Surf City 5K Run, a fun and exhilarating event that takes place just before the parade. Welcoming up to 5,000 participants of all ages each year, the 5K weaves through Main Street in a display of community spirit, and athleticism. Prizes are awarded to winners across various age groups and to the overall champions.



4TH OF JULY PARADE

Experience the heart and soul of the celebration with the 4th of July Parade, a vibrant event featuring over 100 diverse groups. Attracting over 300,000 spectators each year, parade attendees can expect to see color guards, vintage cars, marching bands, and community groups, all showcasing their patriotism and creativity along the route on Main Street.



HOME DECORATING CONTEST

Embrace the festive spirit with the annual decorating contest, where residents along the Parade route and city wide can compete to create the most visually stunning displays based on the year's Independence Day theme. Prizes are awarded to those who best capture the essence of the theme with their imaginative and spirited décor.



FIREWORKS OVER THE OCEAN

The culmination of the Independence Day celebration is the incredible fireworks show over the ocean. Framed by the iconic Huntington Beach Pier, this spectacular event attracts more than 200,000 spectators to the beach, pier, and plaza. As the sky lights up with dazzling colors and patterns, the fireworks serve as a fitting homage to the spirit of the day.

Sponsorship Opportunities

- Sponsor the 122nd Huntington Beach Independence Day Celebration with packages from \$500 to \$50,000+; custom options available.
- Reach a massive audience: parade draws about 800,000 along the route; live TV coverage on KABC 7 across Los Angeles, Orange, Riverside, and San Bernardino counties.
- Full day of traditions: Surf City 5K at Worthy Park (morning), parade down Main Street, and Fireworks Over the Ocean at the pier (night).
- Strong visibility and value for brands; growing attendance and desirable consumer reach.
- Community-driven event planned year-round by volunteers; over \$500,000 needed to produce the celebration.
- Join as a sponsor to celebrate Huntington Beach and boost your business's presence in 2026.



Branding Opportunities



BRANDED PARADE FLOATS & VEHICLES



HB PIER BANNERS 3' X 20'



**OVERHEAD STREET BANNERS
4 HIGH VISIBILITY LOCATIONS**



5K COURSE SIGNAGE



PARADE SIGNS & BANNERS



5K RACE BIB LOGO

...and more!

Advertising & Signage

Make a lasting impression on local and regional audiences with our diverse range of advertising and signage sponsorship opportunities for the Independence Day celebration! These affordable options are designed to maximize your brand's visibility in high-traffic areas, ensuring your message resonates with attendees throughout the event:

HB PIER BANNERS

Make a bold statement with a 20' x 3' brand banner on each side of the world-famous HB Pier, visible to tens of thousands of people each day.

WEBSITE RECOGNITION

Your company will be prominently identified as a sponsor on the official Independence Day Celebration website, www.hb4thofJuly.org, providing extensive online exposure.

5K RACE BIB

Add your logo to the bib design of all participants in the Surf City 5K ensuring that your logo remains clear and visible from start to finish for all to see.

BARRICADE BANNER PLACEMENT

Opt for a premium 7ft barricade placement to feature your company in the ABC live parade broadcast for unparalleled advertising impact!

PARADE SCRIPT INCLUSION

Your company name will be woven into the Voice of the Parade Script, broadcasted from six announcing stations along the parade route, amplifying your brand's presence.

PLEASE NOTE THAT SPONSORS ARE REQUIRED TO PURCHASE OR SUPPLY THEIR OWN BRANDED SIGNAGE CONFORMING TO EVENT SPECIFICATIONS.

Sponsorship Packages

OFFICIAL CELEBRATION BLEACHER SPONSORSHIP \$6,000

Seize the opportunity to position your company at the forefront of the Independence Day festivities with our exclusive Official Celebration Bleacher Sponsorship.

This premium package offers unparalleled visibility and recognition, ensuring your brand is prominently showcased throughout the event:

Official Website Recognition

Your company will be prominently identified as a sponsor on the official Independence Day Celebration website, www.hb4thofjuly.org, providing extensive online exposure.

Prime Pier Banner Placement

Two company banners featuring your logo and name will be prominently displayed on the Huntington Beach Pier railing, offering high visibility to attendees.

Banner to be provided by the sponsor, maximum size: 3' high x 20' long

Exclusive Bleacher Banner

Two company banners will be displayed on the Parade Viewing Bleachers at PCH & Main, ensuring prime exposure to the parade audience.

Banner to be provided by the sponsor.

Voice of the Parade Script Inclusion

Your company name will be woven into the Voice of the Parade Script, broadcasted from six announcing stations along the parade route, amplifying your brand's presence.

Social Media Prominence

Benefit from targeted social media blasts, increasing your digital footprint and engaging with a broader audience.

Seize this opportunity to feature your brand at one of the year's most anticipated events. Act now to lock in your Official Celebration Bleacher Sponsorship and leave an unforgettable mark on thousands of attendees!

OFFICIAL CELEBRATION BARRICADE SPONSORSHIP \$5,000

This premium package offers unparalleled visibility and recognition, ensuring your brand is prominently showcased throughout the event:

Official Website Recognition

Your company will be prominently identified as a sponsor on the official Independence Day Celebration website, www.hb4thofjuly.org, providing extensive online exposure.

Prime Pier Banner Placement

Two company banners featuring your logo and name will be prominently displayed on the Huntington Beach Pier railing, offering high visibility to attendees. Banner to be provided by the sponsor, maximum size: 3' high x 20' long

Premium Barricade Banner Placement

A premium 7ft barricade placement that will feature your company in the KABC live parade broadcast for unparalleled advertising impact! Banner to be provided by sponsor, maximum size 3' high x 7' long.

Voice of the Parade Script Inclusion

Your company name will be woven into the Voice of the Parade Script, broadcasted from six announcing stations along the parade route, amplifying your brand's presence.

Social Media Promotion

Benefit from targeted social media blasts, increasing your digital footprint and engaging with a broader audience.

By sponsoring an event barricade, you not only contribute to the success of the Huntington Beach Independence Day Celebration but also gain valuable exposure for your group or business!

ANNOUNCER STAND SPONSOR \$1,000

Support the Huntington Beach Independence Day Celebration by sponsoring one of the 6 announcing stands along the parade route.

This unique opportunity allows groups, businesses, families, and individuals to showcase their creativity by decorating a stand on the morning of July 4th. The Huntington Beach Independence Day Board will provide two announcers for each stand, ensuring a lively and engaging atmosphere

Official Website Recognition

Your company will be prominently identified as a sponsor on the official Independence Day Celebration website, www.hb4thofjuly.org, providing extensive online exposure.

Announcer Stand Branding

8ft x 4ft banner featuring your logo can be hung, red, white and blue decorations can be added. Sponsor to provide banner.

Passing Out Swag

Engage with parade-goers by distributing company literature and souvenirs. Please keep these activities within a 10 ft. radius of your booth to comply with HBPD regulations and ensure a safe and orderly event.

By sponsoring an announcing stand, you not only contribute to the success of the Huntington Beach Independence Day Celebration but also gain valuable exposure for your group or business. Join us in making this year's event a memorable one for the community!

Support the Huntington Beach Independence Day Celebration by entering your company in the 122nd Huntington Beach 4th of July Parade.

Be part of the biggest Fourth of July Parade West of the Mississippi River on the 4th of July at 10 AM.

Local businesses, classic cars, the Huntington Beach High School Cheerleaders, the Huntington Beach Mayor, and more put on a show for residents and visitors alike on the Fourth of July. The 2.5-mile route starts on Pacific Coast Highway and makes its way past the Huntington Beach Pier and onto Main Street.

<https://www.hb4thofjuly.org/>

Don't Forget!

YOU CAN ALSO ENTER YOUR BUSINESS IN THE 122ND HUNTINGTON BEACH 4TH OF JULY PARADE

ENTRY FEE \$1,200



Media & Promotion

ALL SPONSORS ARE INCLUDED IN THE MEDIA & PROMOTION CAMPAIGN OVERSEEN BY OUR PR TEAM WITH DECADES OF EXPERIENCE PROMOTING HIGH PROFILE & LARGE-SCALE EVENTS.



KABC IS THE OFFICIAL BROADCAST MEDIA PARTNER OF
THE HUNTINGTON BEACH INDEPENDENCE DAY
SELECT SPONSORS MAY BE FEATURED IN ABC COVERAGE OF THE PARADE AND OTHER INVITED
MEDIA OUTLETS
ADDITIONAL PAID MEDIA OPPORTUNITIES DURING THE BROADCAST MAY BE AVAILABLE FOR
SPONSOR PURCHASE



A ROBUST SOCIAL MEDIA CAMPAIGN WILL BE LAUNCHED FOR THE 2026 INDEPENDENCE DAY
CELEBRATION ACROSS ALL MAJOR SOCIAL CHANNELS
THE 4TH CAMPAIGN WILL ALSO ENGAGE MAJOR REGIONAL INFLUENCERS
SPONSORS WILL BE INCLUDED IN TARGETED POSTS/STORIES AND HAVE EXCLUSIVE CONTENT
OPPORTUNITIES



A FULL DIGITAL MEDIA CAMPAIGN WILL BE CONDUCTED TO PROMOTE THE 4TH AND ALL SPONSORS,
USING:

- OVER 500K REGIONAL EMAILS
- WWW.SURFCITYUSA.COM
- WWW.HB4THOFJULY.ORG
- PAID DIGITAL & SOCIAL CAMPAIGNS
- SPONSOR & PARTNER CHANNELS

ALL SPONSORS WILL BE INCLUDED IN VARIOUS CAMPAIGN ELEMENTS



Celebrate 250 Years



Advertisement Rates

TYPE	PLACEMENT	PRICE
OFFICIAL CELEBRATION BLEACHER SPONSOR	PARADE VIEWING BLEACHERS (PCH & MAIN)	\$6000
OFFICIAL CELEBRATION BARRICADE SPONSOR	5K/PARADE ROUTE	\$5000
ANNOUNCER STAND SPONSOR	PARADE ROUTE (6 LOCATIONS AVAILABLE)	\$1000
20' X 3' PIER BANNERS (PAIR)	BOTH SIDES OF THE HB PIER	\$900
7' BARRICADE BANNER (PCH & MAIN) (LIMITED SPACES AVAILABLE)	PARADE ROUTE (PCH & MAIN)	\$800
SOCIAL SPONSOR	LOGO ON WEBSITE + DEDICATED SOCIAL MEDIA POST	\$500
WEB SPONSOR	LOGO DISPLAYED ON CELEBRATION WEBSITE	\$250



Celebrate 250 Years With Us!



For more
information
please contact



STACEY NEWTON

staceee.newton@gmail.com

