

# 41<sup>st</sup> Annual Rancho Cordova Fourth of July ***Celebrating America's 250<sup>th</sup> Birthday!***



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

**Saturday, July 4** ★ 9 a.m. Fun 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. We're celebrating America's Semiquincentennial this year – we're 250 years young!

## **COLLABORATORS**

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

## **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 "premier 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, welcoming 25,000 people to 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, all conducted by sponsors on our behalf. The event enjoys excellent 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, are May 1. Event marketing and advertising, including a publicity campaign, begins June 1.

## **SPONSORS**

Sponsorships for the Rancho Cordova Fourth of July range from \$25,000 for major event sponsors to \$250 for other contributors. 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. It's especially significant this year as we celebrate America's 250<sup>th</sup>!