



ORGANIZED BY



The 2025 35th annual 4th on Broadway will be held on July 4th. Parade step-off at 9:45am and evening events from 5 p.m. – 10:30 p.m. in Mackenzie Park. This event will include kid's activities, food vendors, other free activities for the community and music from Lubbock favorites. In 2024, entities who signed up as title sponsors for the various events throughout the day and are expected to return in 2025. We are inviting you to be a part of the celebration. An estimated 100,000 festivalgoers attend the 4th on Broadway each year with an estimated total of 750,000 reached through event promotions.

EXCLUSIVE CONCERT SPONSORSHIP – Davis Smith Gorilla Law

- Title Naming Rights
- Company Name & Logo on all festival print advertising
- Company logo on all billboards acquired by 4th on Broadway locally and regionally
- Company logo on 575 event t-shirts worn by volunteers, band and parade marshals
- Your company will be listed on the Civic Lubbock Inc. website and social media sites
- Logo placement on onsert ad in the City of Lubbock Utilities bill
- Customized 30 second City of Lubbock produced PSA to appear on all TV networks within the area
- Free parade entry with preferred sponsor placement
- 40 complimentary parking passes to Mackenzie Park on July 4, 2025
- 40 complimentary passes for Evening Concert and sponsor appreciation tent with food and special concert seating on July 4, 2025
- Free vendor booth space at the Picnic Under the Stars.

EXCLUSIVE FIREWORKS SPONSORSHIP - H-E-B

- Title Naming Rights
- Company Name & Logo on all festival print advertising
- Company logo on all billboards acquired by 4th on Broadway locally and regionally
- Company logo on 575 event t-shirts worn by volunteers, band and parade marshals
- Your company will be listed on the Civic Lubbock Inc. website and social media sites
- Logo placement on onsert ad in the City of Lubbock Utilities bill
- Customized 30 second City of Lubbock produced PSA to appear on all TV networks within the area
- Free parade entry with preferred sponsor placement
- 20 complimentary parking passes to Mackenzie Park on July 4, 2025
- 40 complimentary passes for Evening Concert and sponsor appreciation tent with food and special concert seating on July 4, 2025
- Free vendor booth space at the Picnic Under the Stars.

EXCLUSIVE PICNIC UNDER THE STARS SPONSORSHIP – Reliant Energy

- Title Naming Rights
- Company Name & Logo on all festival print advertising
- Company logo on all billboards acquired by 4th on Broadway locally and regionally
- Company logo on 575 event t-shirts worn by volunteers, band and parade marshals
- Your company will be listed on the Civic Lubbock Inc. website and social media sites
- Logo placement on onsert ad in the City of Lubbock Utilities bill
- Customized 30 second City of Lubbock produced PSA to appear on all TV networks within the area
- Free parade entry with preferred sponsor placement
- 20 complimentary parking passes to Mackenzie Park on July 4, 2025
- 40 complimentary passes for Evening Concert and sponsor appreciation tent with food and special concert seating on July 4, 2025
- Free vendor booth space at the Picnic Under the Stars.

EXCLUSIVE PARADE SPONSORSHIP - H-E-B

- Title Naming Rights
- Company Name & Logo on all festival print advertising
- Company logo on all billboards acquired by 4th on Broadway locally and regionally
- Company logo on 575 event t-shirts worn by volunteers, band and parade marshals
- Your company will be listed on the Civic Lubbock Inc. website and social media sites
- Logo placement on onsert ad in the City of Lubbock Utilities bill
- Customized 30 second City of Lubbock produced PSA to appear on all TV networks within the area
- Free parade entry with preferred sponsor placement
- 20 complimentary parking passes to Mackenzie Park on July 4, 2025
- 40 complimentary passes for Evening Concert and sponsor appreciation tent with food and special concert seating on July 4, 2025
- Free vendor booth space at the Picnic Under the Stars.

EXCLUSIVE CHILDRENS AREA SPONSORSHIP - Leprino

- Title Naming Rights
- Company Name & Logo on all festival print advertising
- Company logo on all billboards acquired by 4th on Broadway locally and regionally
- Company logo on 575 event t-shirts worn by volunteers, band and parade marshals
- Your company will be listed on the Civic Lubbock Inc. website and social media sites
- Logo placement on onsert ad in the City of Lubbock Utilities bill
- Free parade entry with preferred sponsor placement
- 15 complimentary parking passes to Mackenzie Park on July 4, 2025
- 30 complimentary passes for Evening Concert and sponsor appreciation tent with food and special concert seating on July 4, 2025
- Free vendor booth space at the Picnic Under the Stars.

EXCLUSIVE VIP TENT SPONSORSHIP – United Supermarkets

- Title Naming Rights
- Company Name & Logo on all festival print advertising
- Company logo on 575 event t-shirts worn by volunteers, band and parade marshals
- Your company will be listed on the Civic Lubbock Inc. website and social media sites
- Free parade entry with preferred sponsor placement
- 15 complimentary parking passes to Mackenzie Park on July 4, 2025
- 30 complimentary passes for Evening Concert and sponsor appreciation tent with food and special concert seating on July 4, 2025
- Free vendor booth space at the Picnic Under the Stars.

PARKING SPONSORSHIP - \$10,000 (2)

- Company Name & Logo on all festival print advertising
- Company logo on 575 event t-shirts worn by volunteers, band and parade marshals
- Your company will be listed on the Civic Lubbock Inc. website and social media sites
- Logo placement on onsert ad in the City of Lubbock Utilities bill
- Free parade entry with preferred sponsor placement
- 10 complimentary parking passes to Mackenzie Park on July 4, 2025
- 20 complimentary passes for Evening Concert and sponsor appreciation tent with food and special concert seating on July 4, 2025
- Free vendor booth space at the Picnic Under the Stars.

T-SHIRT SPONSORSHIP - \$7,500

- Company Name & Logo on all festival print advertising
- Company logo at a prominent location on 575 event t-shirts worn by volunteers, band and parade marshals
- Your company will be listed on the Civic Lubbock Inc. website and social media sites
- Logo placement on insert ad in the City of Lubbock Utilities bill
- Free parade entry with preferred sponsor placement
- 7 complimentary parking passes to Mackenzie Park on July 4, 2025
- 14 complimentary passes for Evening Concert and sponsor appreciation tent with food and special concert seating on July 4, 2025
- Free vendor booth space at the Picnic Under the Stars.

SHUTTLE SPONSORSHIP - \$5,000 (3)

- Company Name & Logo on all festival print advertising
- Company logo on 575 event t-shirts worn by volunteers, band and parade marshals
- Company logo on signage placed in Citibuses shuttling patrons during the event.
- Your company will be listed on the Civic Lubbock Inc. website and social media sites
- Logo placement on insert ad in the City of Lubbock Utilities bill
- Free parade entry with preferred sponsor placement
- 5 complimentary parking passes to Mackenzie Park on July 4, 2025
- 10 complimentary passes for Evening Concert and sponsor appreciation tent with food and special concert seating on July 4, 2025
- Free vendor booth space at the Picnic Under the Stars.

RED SPONSORSHIP - \$2,500

- Company Name in Lubbock AJ information insert and thank you ad
- Your company will be listed on the Civic Lubbock Inc. website and social media sites
- 4 complimentary parking passes to Mackenzie Park on July 4, 2025
- 8 complimentary passes for Evening Concert and sponsor appreciation tent with food and special concert seating on July 4, 2025
- Free vendor booth space at the Picnic Under the Stars.

WHITE SPONSORSHIP - \$1,000

- Company Name in Lubbock AJ information insert and thank you ad
- Your company will be listed on the Civic Lubbock Inc. website and social media sites
- 2 complimentary parking passes to Mackenzie Park on July 4, 2025
- 4 complimentary passes for Evening Concert and sponsor appreciation tent with food and special concert seating on July 4, 2025

BLUE SPONSORSHIP - \$500

- Company Name in Lubbock AJ information insert and thank you ad
- Your company will be listed on the Civic Lubbock Inc. website and social media sites
- 1 complimentary parking passes to Mackenzie Park on July 4, 2025
- 2 complimentary passes for Evening Concert and sponsor appreciation tent with food and special concert seating on July 4, 2025