

SPONSORSHIP OPPORTUNITIES

DUNWOODY 4TH OF JULY PARADE
FRIDAY, JULY 4TH 2025 | 9:00AM



THEME: RED, WHITE AND DUNWOODY!

GRAND MARSHAL: COACH NASH

ABOUT THE PARADE

The Dunwoody 4th of July Parade is a community tradition dating back to 1976. The **largest Parade in Georgia on the fourth**, we traditionally host more than **30,000 Spectators, 100 Parade Entries, 2,500 Parade Participants and over 1,000 Family Festival Attendees** for this classic Parade featuring marching bands, floats, costumed characters, and dignitaries.

The Parade steps off from the intersection of Mount Vernon Road and Jett Ferry Road, proceeds down Mount Vernon Road for approximately 2.7 miles and ends with a lively Family Festival in Dunwoody Village. The Festival combines family fun, food from local organizations, sponsor booths, patriotic live music and an awards presentation. Local families and visitors gather to celebrate Independence Day.

WHY SPONSOR THE PARADE?

The reach and exposure of the Dunwoody 4th of July Parade is difficult to beat. Our sponsorship packages are packed with value and combine **experiential, print and digital marketing components for high impact exposure to your target market.**

Community support matters. The Parade is self-funded and relies on the contributions of Sponsors to cover every cost from entertainment to equipment rental. Be one of the brands known for funding one of the Perimeter region's most treasured traditions, and your potential customers will notice.



"THE 4TH OF JULY PARADE IS NEARING IT'S 50TH YEAR. THE PARADE IS THE DHA'S WAY TO PROVIDE EVERYONE A LITTLE PIECE OF THE GREAT AMERICAN HOLIDAY."

**- TIM BROWN
DHA PRESIDENT**

SPONSORSHIP COORDINATOR: LEAH STEPHENS ECONOMOS
LEAH@EEPEVENTS.COM | (770) 624-4825

PLATINUM SPONSORSHIP

\$5,000

ADVERTISING & MEDIA BENEFITS:

- Customized banner with your logo for your group to carry in front of your entry
- Logo on the sign at beginning of Parade route (entries line-up area)
- Logo on banner at the Family Festival
- Exclusive Interview on What's Up Dunwoody and mentions on the podcast
- Logo featured on rotating digital ads on Rough Draft Atlanta's website
- Interview style post on Dunwoody 4th of July Parade Facebook page
- Mention in Discover Dunwoody Blog post about the Parade
- Mentions on the Discover Dunwoody's social media channels targeting Metro Atlanta and beyond (40k+ audience)
- Logo in the half page Parade ad in the May issue of all *Reporter* newspapers (63,000 circulation) Deadline: April 24, 2025
- Logo in the full page Parade ad in the June issue of all *Reporter* newspapers (63,000 circulation) Deadline: May 22, 2025
- Logo in a special Dunwoody 4th of July Parade pull-out section to be included in all *Reporter* newspapers (63,000 circulation) in the July issue, which will be delivered prior to July 4th (Deadline: June 19, 2025)
- Logo in the full page Parade ad in the August issue of all *Reporter* newspapers (63,000 circulation) Deadline: June 30, 2025
- Logo on the Parade page of the DHA website (www.dunwoodyga.org)
- Logo on Dunwoody 4th of July Parade social media

PARADE AND FAMILY FESTIVAL BENEFITS:

- Parade entry fee is waived
- First Sponsor in the parade lineup
- One (1) tented space onsite at the Family Festival following the Parade. Table and two (2) chairs provided.
- Recognized in Sponsor thank-you audio message played along Parade route

BEYOND THE PARADE:

- Sponsor Space at two (2) Saturday DHA Farmers Market Events
 - (Bring your own table, tent, & chairs)

GOLD SPONSORSHIP

\$3,000

ADVERTISING & MEDIA BENEFITS:

- Logo on banner at the Family Festival
- Logo featured on rotating digital ads on Rough Draft Atlanta's website
- Interview style post on Dunwoody 4th of July Parade Facebook page
- Mention in Discover Dunwoody Blog post about the Parade
- Mentions on the Discover Dunwoody's social media channels targeting Metro Atlanta and beyond (40k+ audience)
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- Logo on the Parade page of the DHA website (www.dunwoodyga.org)
- Logo on Dunwoody 4th of July Parade social media
- Mention on the What's Up Dunwoody podcast

PARADE AND FAMILY FESTIVAL BENEFITS:

- Parade entry fee is waived
- Prominent position in the parade lineup
- One (1) tented space onsite at the Family Festival following the Parade. Table and two (2) chairs provided.
- Recognized in Sponsor thank-you audio message played along Parade route

BEYOND THE PARADE:

- Sponsor Space at one (1) Saturday Dunwoody Farmers Market Event
 - *(Bring your own table, tent, & chairs)*

SILVER SPONSORSHIP

\$1,000

ADVERTISING & MEDIA BENEFITS:

- Logo featured on rotating digital ads on Rough Draft Atlanta's website
- Official Sponsor of Thursday Trivia on the Dunwoody 4th of July Parade Facebook page - posted weekly for the months of May and June leading up to the Parade
- Logo in the half page Parade ad in the May issue of all Reporter newspapers (63,000 circulation) Deadline: April 24, 2025
- Logo in the full page Parade ad in the June issue of all Reporter newspapers (63,000 circulation) Deadline: May 22, 2025
- Logo in a special Dunwoody 4th of July Parade pull-out section to be included in all Reporter newspapers (63,000 circulation) in the July issue, which will be delivered prior to July 4th (Deadline: June 19, 2025)
- Logo in the full page Parade ad in the August issue of all Reporter newspapers (63,000 circulation) Deadline: June 30, 2025
- Logo on the Parade page of the DHA website (www.dunwoodyga.org)
- Logo on Dunwoody 4th of July Parade social media
- Mention on the What's Up Dunwoody podcast

PARADE AND FAMILY FESTIVAL BENEFITS:

- Parade entry fee is waived
- Prominent position in the parade lineup
- One (1) tented space onsite at the Family Festival following the Parade. Table and two (2) chairs provided.
- Recognized in Sponsor thank-you audio message played along Parade route

BEYOND THE PARADE:

- Sponsor Space at one (1) Saturday Dunwoody Farmers Market Event
 - *(Bring your own table, tent, & chairs)*

BRONZE SPONSORSHIP

\$650

ADVERTISING & MEDIA BENEFITS:

- Logo in the full page Parade ad in the June issue of all Reporter newspapers (63,000 circulation) Deadline: May 22, 2025
- Logo in a special Dunwoody 4th of July Parade pull-out section to be included in all Reporter newspapers (63,000 circulation) in the July issue, which will be delivered prior to July 4th (Deadline: June 19, 2025)
- Logo in the full page Parade ad in the August issue of all Reporter newspapers (63,000 circulation) Deadline: June 30, 2025
- Logo on the Parade page of the DHA website (www.dunwoodyga.org)
- Company name listed on Dunwoody 4th of July Parade social media
- Mention on the What's Up Dunwoody podcast

PARADE AND FAMILY FESTIVAL BENEFITS:

- Parade entry fee is waived
- Space onsite at the Family Festival following the Parade. Table and two (2) chairs provided. *Bring your own tent/canopy if you wish.*
- Recognized in Sponsor thank-you audio message played along Parade route

Tent/Canopy Safety Regulation:

Tents or canopies provided by sponsors must be anchored securely using water barrels or sandbags.

POLITICAL CANDIDATES & ORGANIZATIONS \$500

CANDIDATES IN AN ELECTION YEAR AND POLITICAL ORGANIZATIONS
MUST SPONSOR AT THIS LEVEL.

PARADE AND FAMILY FESTIVAL BENEFITS:

- Parade registration fee is waived
- Space onsite at the Family Festival following the Parade. Table and chairs provided. Bring your own tent/canopy if you wish.

Tent/Canopy Safety Regulation:

Tents or canopies provided by sponsors must be anchored securely using water barrels or sandbags.

GENERAL SPONSORSHIP INFORMATION:

- To discuss Sponsorship options or ask questions, please e-mail Leah Stephens Economos at Leah@EEPEvents.com
- Parade Rules and Regulations apply to Sponsorship entries and can be found on the DHA's Parade website.

GENERAL PARADE QUESTIONS:

Please contact Parade Co-Chairs:

Penny Forman: Penny.Forman13@gmail.com

Matt Weber: Matt@WhatsUpDunwoody.com

