



RoughDraft

atlanta

DUNWOODY 4TH OF JULY PARADE
SATURDAY, JULY 4TH 2026 | 9:00AM

SPONSORSHIP OPPORTUNITIES



GRAND MARSHAL:
DUNWOODY
PRESERVATION TRUST

ABOUT THE PARADE

The Dunwoody 4th of July Parade is a cherished community tradition that has been connecting neighbors for 50 years! Today it stands as the **largest Independence Day Parade in Georgia**, drawing an estimated **30,000 Spectators, 100 Parade Entries, 2,500 Parade Participants and over 1,000 Family Festival Attendees**. The celebration features marching bands, creative floats, costumed characters, local leaders and community groups,

creating a vibrant Independence Day experience. 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. The Festival includes food and drinks from local vendors, sponsor activations, patriotic music and awards presentations, making it the perfect Independence Day celebration for families and visitors alike.

WHY SPONSOR THE PARADE?

Few community events offer the visibility, goodwill, and audience reach of the Dunwoody 4th of July parade. Our sponsorship packages are packed with value and combine **on-site engagement, print visibility and digital promotion** to deliver meaningful exposure to thousands of Perimeter area residents and community members.

Community support matters. The Parade is self-funded and made possible through the generosity of local sponsors. Sponsor support helps cover everything from entertainment to staging and equipment.

By supporting the Parade, your brand becomes part of one of the Perimeter area's most treasured traditions and a celebration that reaches thousands of potential customers.



“

THE PARADE IS THE DHA'S WAY TO PROVIDE EVERYONE A LITTLE PIECE OF THE GREAT AMERICAN HOLIDAY. WE'RE HONORED TO LEAD THIS TRADITION INTO ITS 50TH YEAR!

”

- TIM BROWN
DHA PRESIDENT

SPONSORSHIP LEVELS

Sponsorship Benefit	Platinum \$7,500	Gold \$3,000	Silver \$1,000	Bronze \$650
Parade entry fee waived	✓	✓	✓	✓
Sponsor space at family festival	✓	✓	✓	✓
Logo on parade website	✓	✓	✓	✓
Logo in parade print ads in Rough Draft Atlanta (70,000 circulation)	May, June and August	May, June and August	May, June and August	June and August
Logo in special parade pull-out section in July's Rough Draft Atlanta (70,000 circulation)	✓	✓	✓	✓
Sponsor shout outs at Family Festival	✓	✓	✓	✓
What's Up Dunwoody podcast inclusion	Exclusive podcast interview + mentions	Podcast mentions	Podcast mentions	Podcast mentions
Parade social media recognition	3 sponsor spotlight posts	2 sponsor spotlight posts	Logo on group sponsor post	Name on group sponsor post
Sponsor logo in Rough Draft Atlanta digital ads	✓	✓	✓	
Preferred position in parade lineup	Premium position in lineup	Prominent placement in lineup	Prominent placement in lineup	
Logo placement on event signage	<ul style="list-style-type: none"> Parade lineup area banner Family festival banner 	Family festival banner		
Custom parade banner for sponsor's walkers	✓			
Speaking opportunity at family festival (2 minutes)	✓			

SPONSOR SPACE DETAILS:

Sponsor space at the family festival is approximately 10' x 10'.

One table and 2 chairs will be provided. A 10' x 10' tent provided on request for Silver, Gold and Platinum sponsors.

ADVERTISING DETAILS:

Dunwoody 4th of July Parade print ads will be included in all of **Rough Draft Atlanta's** markets (Dunwoody, Brookhaven, Tucker, Sandy Springs, Buckhead and Norcross) with a circulation of **70,000**.

PARTICIPATION NOTE:

Sponsors participating in the Parade must register on the website and comply with all parade rules and regulations.

POLITICAL CANDIDATES & ORGANIZATIONS

\$500

CANDIDATES PARTICIPATING 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

