



**CHEVY'S**  
**Freedom**  
**over Texas**

*Fireworks Presented by Shell*



Mayor Bill White

 **TEXAS**   
AN AMERICAN REVOLUTION



**JULY 4th**

**ELEANOR  
TINSLEY  
PARK HOUSTON, TEXAS**



**Bill White,**  
City of Houston Mayor

MESSAGE FROM THE MAYOR

The City of Houston is proud to host Chevy's Freedom Over Texas with fireworks presented by Shell, the best 4th of July fireworks display and celebration in the Southwest. Families and people of all ages come together to hear great music, play games, and eat great food. Downtown Houston is a great place to be to celebrate our nation's day of independence.



## MESSAGE FROM CHEVY

Chevrolet and its Houston area dealers have identified Houston's celebration of the Fourth of July - Chevy's Freedom Over Texas - as a premier event in Texas. The event gives Chevy the opportunity to participate in a great American tradition. The event partners the City of Houston, rich in diversity and culture, with a true American tradition - Chevrolet.

Music, fun and family provide the perfect platform for Chevy to showcase its full-lineup of vehicles and all of its other GM partners in a laid back, relaxing environment. We are able to open our doors and allow consumers the opportunity to sit in, feel and experience our cars and trucks and even test drive them in a controlled environment.

Overall the event offers Chevrolet and its dealers the opportunity to market to a concentrated diverse group of Houstonians in an unobtrusive environment.



**Jay Allen,**  
Chevrolet Regional  
Marketing Manager



# ■ ■ BENEFICIARY

## *Central Houston, Inc.*

Since 1983, Central Houston, Inc. has been the steward of Houston's vision for the redevelopment and revitalization of downtown, acting as a catalyst for collaboration and coordination among public officials, developers and businesses. Central Houston offers unique opportunities to shape Houston's future.



### Central Houston



**Bob Eury**

Central Houston is proud to be an over 20-year supporter of the City's Fourth of July celebration. We consider Chevy's Freedom Over Texas with fireworks presented by Shell, one of downtown's signature events. The spectacular fireworks and events marking our nation's birthday, all on the banks of Buffalo Bayou at Eleanor Tinsley Park, is a tremendous opportunity to showcase downtown to Houstonians and visitors alike.





**DATE & TIMES:**

July 4th  
4:00 pm - 10:00 pm

**LOCATION:**

Eleanor Tinsley Park @ Buffalo Bayou  
Houston, Texas

**EXPECTED ATTENDANCE:**

100,000 Gated Attendees

**TOTAL VIEWING AUDIENCE:**

1,000,000+ Viewers  
Plus, ABC-13's live broadcast will be syndicated  
in key cities across Texas and the Southwest.

**BENEFICIARY:**

Central Houston, Inc.

**ENTERTAINMENT:**

CHEVY'S FREEDOM OVER TEXAS, Houston's Official July 4th Celebration, will celebrate America's birthday with a live concert featuring a nationally known and recognized recording artist, and the largest land-based fireworks display in the United States! This is a one-of-kind family event that will have the eyes of Texas upon Houston for the 4th of July! The festivities include five stages of music that will keep toes tapping with the diverse musical sounds of today's America including pop, Latino, jazz, adult contemporary, classic rock, rhythm & blues, and children's entertainment.





# ■ EVENT HIGHLIGHTS

A reminder of the patriotic roots of July 4th, LIBERTY PARK *Symbols of Freedom*, will offer the unique opportunity to experience displays of military artifacts and vehicles including tanks and Huey helicopters, voting booth demonstrations, the Printing Museum of History and much more. Children will stay entertained with inflatables, rides and games in the ALL AMERICAN KIDS ZONE. Adults can enjoy browsing the FREEDOM MARKET where a variety of great food and beverages will complete the day of celebration, as well as enjoy the activities at the BUD ZONE and the Bud Light Volleyball Tournament!



## ■ FIREWORKS:

The crowning highlight of the event will be the Fireworks Spectacular presented by Shell! Spanning Buffalo Bayou west of Sabine Bridge, this unparalleled fireworks display will combine specially choreographed music with unrivaled pyrotechnic artistry.

## AN EVENT AS BIG

### ■ AS TEXAS:

Chevy's Freedom Over Texas will be syndicated live! ABC-13 will broadcast the live concert and the fireworks spectacular from 8-10 p.m. in numerous Texas cities.







## ■ RAVE REVIEWS

### ■ Chevrolet:

“What a marriage of American tradition...Fourth of July, music, fun and Chevrolet we see in the City of Houston’s ‘Chevy’s Freedom Over Texas’. I can’t think of a better way to showcase our full family of cars and trucks than at a true American celebration.”

*Jay Allen*  
Regional Marketing Manager, Chevrolet

### ■ Budweiser:

“Budweiser has been committed to Houston’s premier 4th of July event for over two decades. Chevy’s Freedom Over Texas combines many great American traditions...Including fireworks, BBQ and Budweiser Beer into a great birthday celebration.”

*John Johnson*  
Senior VP Sales and Marketing, Silver Eagle Distributors/Budweiser

### ■ Clear Channel:

“Clear Channel Radio has been a proud sponsor of Chevy’s Freedom Over Texas. The event continues to offer some of the best live music, fireworks, and interactive areas for the entire family on the Fourth of July. We are looking forward to another fantastic year and partnership with ABC-13, and The City of Houston Mayor’s Office of Special Events.”

*Melissa Brezner*  
Director of Promotions and Marketing, Clear Channel Radio Houston

### ■ Doubletree Hotel Houston Downtown:

“Our experience with Chevy’s Freedom Over Texas is very positive as it gives us such great exposure to thousands of Houstonians. When combined with the direct contact with other great sponsor companies, we get the added benefits of added business and special events throughout the year.”

*Gary Bernard*  
Director of Sales and Marketing, Doubletree Hotel Houston Downtown



# ■ SCHEDULE OF EVENTS

## TIME ■ SCHEDULE:

- 4:00 pm Gates open & entertainment begins  
7:00 pm – 9:25 pm Live Broadcast Concert featuring a nationally known recording artist  
9:25 pm – 9:50 pm Fireworks Spectacular  
10:00 pm Event closes

## ■ ADMISSION:

\$6.00 - adults; children under 10 are free.  
All food, beverage & games by coupon only;  
9 coupons for \$10.00

## ■ ABC-13 BROADCAST SCHEDULE:

- 7:00 pm – 8:00 pm \*EVENT PREVIEW SPECIAL  
DATE TBD (\*to air one-week prior to event)
- 7:00 pm – 8:00 pm Houston Live PRE - SHOW  
July 4th
- 8:00 pm – 10:00 pm LIVE BROADCAST...  
July 4th throughout the State of Texas and beyond



# SPONSORSHIP OPPORTUNITIES

*All packages are available with a television promotion package to brand your company with Chevy's Freedom Over Texas to the huge viewing audience on ABC-13!*

## **FIREWORKS: \$300K**

The 4th of July is all about Fireworks! Have your company present the Fireworks at Chevy's Freedom Over Texas. Your company will receive presenting sponsorship status with this high-profile sponsorship!

## **NAME AND TITLE OF AREA/PROPERTY: \$25-100K**

There are several designated areas on-site at Chevy's Freedom Over Texas that your company can brand as their own. Some examples include: the All American Kids Zone, Cool Off Zone, JumboTron Area, Keep America Beautiful Zone, Get Fit and Healthy Zone, etc. (Areas can be custom designed to meet sponsor needs.)

## **STAGE SPONSOR: \$75-110K**

Your company can be the official stage sponsor of the Viva Stage (Latino Music), Rock & Roll Stage, or R&B Stage. By sponsoring one of the stages, your company can brand themselves on-stage with banners, promotions, and activities!

## **SKY STAGE SPONSOR: \$50K**

The skies of Houston will come to life with an incredible air-craft show. Your company will have naming rights to the sky stage, as well as on-site signage, over-head plane fly-overs with your company's name on banners, and scripted stage announcements.

## **SPECIALTY EVENT ITEM SPONSOR: \$25-50K**

Have your company's name branded on special event give-away items such as Fireworks Glasses, Visors, Cups, etc.

## **OFFICIAL PRODUCT OR SERVICE: \$50-100K**

Such as an Official Internet Provider, Official Health Care Provider, Official Bank, etc.

## **OFFICIAL COUPON: \$25K**

Chevy's Freedom Over Texas offers a variety of food and beverages that patrons can purchase throughout the day. Your company can be the Official Coupon Sponsor on all Food and Beverage tickets that are purchased at the event. This sponsorship includes logo visibility on the coupons and coupon booths, as well as a bounce back coupon located on the coupon page.

**■ OFFICIAL TICKET: \$25K**

Your company's logo will be prominently displayed on the official Chevy's Freedom Over Texas ticket. Sponsorship of the ticket can include selling discount tickets at your locations, as well as a contest or a bounce-back coupon on the ticket.

**■ SPECIAL EVENT ACTIVITIES: \$25-50K**

Let our staff work with your company to come up with an on-site give-away or promotion that will drive traffic to your location. Examples include: On-Site Promotional give-away, Best Seats in the House, etc.

**■ BOOTH OR BALLOON GLOW SPONSORSHIP: \$3-25K**

Have your company sponsor a 10 x 10 or 10 x 20 booth, or light up the night with your company's sponsorship of a Balloon Glow at Chevy's Freedom Over Texas! This is a perfect way to display your product, and brand yourself in the Houston community.

*NOTE - Custom designed Sponsorship Packages available upon request.*





# FIREWORKS SPONSORSHIP

## ■ FIREWORKS PACKAGE:

**\$300,000**

Houston's official 4th of July festival is all about Fireworks!  
Your company will receive presenting sponsorship status with this high-profile sponsorship!

- Inclusion in the event logo as the Fireworks Sponsor
- Sponsor Exclusivity
- Sponsor Logo inclusion using the event logo on all forms of print produced for the event
- Sponsor logo identification on all four music entertainment stages
- VIP Tent signage
- Two (2) Gate Entrance Banners (to be provided by Sponsor) at each Gate Entrance for a total of Six (6) Banners
- Sponsor Appreciation Tent signage
- Sponsor Marquee signage
- Sponsor logo used on all pre-event newspaper promotion
- Sponsor logo and verbiage as the 'Official Fireworks Sponsor' in the Houston Chronicle Insert
- Sponsor name recognition in all radio and television promotional spots used to promote the event
- Sponsor name recognition in the "Shared Sponsor Promo" on ABC-13
- Dedicated Broadcast schedule for sponsor on ABC-13
- Two (2) :30 commercials and two (2) :05 BB's in ABC-13's 7-8pm Show on 7/4
- Three (3) :30 commercials and two (2) :05 BB's in ABC-13's 8-10pm Show on 7/4 (Spots can be included in the Network)
- Live interview with Sponsor Spokesperson that will appear in the 7-8pm show
- Ability to provide a discount ticket offer at retail locations
- Sponsor name recognition as the Official Fireworks Sponsor in Press Releases
- Sponsor logo inclusion in Sponsor Appreciation Luncheon Agenda
- Sponsor logo on Chevy's Freedom Over Texas section of ChevysFreedomOverTexas.com, ABC13.com, and HoustonSpecialEvents.org
- Two (2) 10x20 Sponsor Booths at the event
- Twenty-five (25) VIP Passes
- Sixty (60) Sponsor Appreciation Luncheon Passes
- Twenty-five (25) Sponsor Appreciation Passes
- Ten (10) Meet & Greet Passes
- Two-hundred and fifty (250) General Admission Passes
- Forty (40) Volunteer Wristbands
- Ten (10) Parking Passes
- Twenty-five (25) Banners throughout the site (to be provided by Sponsor)
- Two (2) Banners located on the Event Ad Tower
- Inclusion as a Presenting Fireworks Sponsor in stage announcements



FIREWORKS SPONSORSHIP

# ALL AMERICAN KIDS ZONE



## ALL AMERICAN KIDS ZONE PACKAGE: \$100,000

Have your company sponsor the area on-site that is dedicated to kids. The All American Kids Zone is a fun and free atmosphere that kids can enjoy while visiting the festival. The Zone will feature a Kids Entertainment stage, Kids Karaoke, face painting, games, rides, plus much more!

- Sponsor logo included on Kids Zone Stage, and branded throughout the Zone
- Sponsor Exclusivity
- Sponsor Name Branded into name of zone (Sponsor's All American Kids Zone)
- One (1) Gate Entrance Banner at each Gate Entrance for a total of three (3) Banners
- Sponsor Marquee Signage
- Sponsor logo used on all pre-event newspaper promotion
- Sponsor logo in the Houston Chronicle Insert
- Sponsor name recognition in the "Shared Sponsor Promo" on ABC-13
- Dedicated Broadcast schedule for sponsor on ABC-13
- Two (2) :30 commercials and two (2) :05 BB's in ABC-13's 7-8pm Show on 7/4
- Three (3) :30 commercials and two (2) :05 BB's in ABC-13's 8-10pm Show on 7/4
- Live interview with Sponsor Spokesperson at the Sponsor Zone that will appear in the 7-8pm show
- Ability to provide a discount ticket offer at retail locations
- One (1) 10x20 Sponsor Booth at the event
- Sponsor name recognition in Press Releases
- Sponsor logo inclusion in Sponsor Appreciation Luncheon Agenda
- Sponsor logo on Chevy's Freedom Over Texas section of ChevysFreedomOverTexas.com, ABC13.com, and HoustonSpecialEvents.org
- Ten (10) VIP Passes
- Thirty (30) Sponsor Appreciation Luncheon Passes
- Fifteen (15) Sponsor Appreciation Passes
- One-Hundred (100) General Admission Passes
- Twenty (20) Volunteer Wristbands
- Ten (10) Parking Passes
- Ten (10) Banners throughout the site (to be provided by Sponsor)
- One (1) Banner located on the Event Ad Tower
- Inclusion as a Sponsor in stage announcements





ALL AMERICAN KIDS ZONE

# ■ STAGE SPONSORSHIP

## ■ VIVA STAGE PACKAGE

\$100,000

Sponsor the Viva Stage at Chevy's Freedom Over Texas! This is one of the most popular music entertainment stages on-site, and will feature Latin Music from local and regional talent. Your company will be the official sponsor of this magnificent stage that measures 28' x 24'.

- Sponsor logo included on Viva Stage Signage
- Sponsor Exclusivity
- One (1) Gate Entrance Banner at each Gate Entrance for a total of three (3) Banners
- Sponsor Marquee Signage
- Sponsor logo used on all pre-event newspaper promotion
- Sponsor logo in the Houston Chronicle Insert
- Sponsor name recognition in the "Shared Sponsor Promo" on ABC-13.
- Dedicated Broadcast schedule for sponsor on ABC-13
- Two (2) :30 commercials and two (2) :05 BB's in ABC-13's 7-8pm Show on 7/4
- Three (3) :30 commercials and two (2) :05 BB's in ABC-13's 8-10pm Show on 7/4
- Live interview with Sponsor Spokesperson at the Viva Stage that will appear in the 7-8pm show
- Ability to provide a discount ticket offer at retail locations
- One (1) 10x20 Sponsor Booth at the event
- Sponsor name recognition in Press Releases
- Sponsor logo inclusion in Sponsor Appreciation Luncheon Agenda
- Sponsor logo on Chevy's Freedom Over Texas section of ChevysFreedomOverTexas.com, ABC13.com, and HoustonSpecialEvents.org
- Ten (10) VIP Passes
- Thirty (30) Sponsor Appreciation Luncheon Passes
- Fifteen (15) Sponsor Appreciation Passes
- One-Hundred (100) General Admission Passes
- Twenty (20) Volunteer Wristbands
- Ten (10) Parking Passes
- Ten (10) Banners throughout the site (to be provided by Sponsor)
- One (1) Banner located on the Event Ad Tower
- Inclusion as a Sponsor in stage announcements





# STAGE SPONSORSHIP

## R&B OR ROCK-N-ROLL STAGE PACKAGE:

\$75,000



Have your company be the official sponsor on the R&B Stage, featuring primarily R&B Music, or the Rock and Roll Stage, featuring Rock-n-Roll/Pop music, from local and regional talent. Both stages measure 24' x 16', and create a perfect environment for your company to brand themselves on-site with Chevy's Freedom Over Texas!

- Sponsor logo included on R&B Stage Signage
- Sponsor Exclusivity
- One (1) Gate Entrance Banner at each Gate Entrance for a total of three (3) Banners
- Sponsor Marquee Signage
- Sponsor logo used on all pre-event newspaper promotion
- Sponsor logo in the Houston Chronicle Insert
- Sponsor name recognition in the "Shared Sponsor Promo" on ABC-13
- Dedicated Broadcast schedule for sponsor on ABC-13
- Two (2) :30 commercials and two (2) :05 BB's in ABC-13's 7-8pm Show on 7/4
- Two (2) :30 commercials in ABC-13's 8-10pm Show on 7/4
- Live interview with Sponsor Spokesperson at the Sponsored Stage that will appear in the 7-8pm show
- Ability to provide a discount ticket offer at retail locations
- One (1) 10x20 Sponsor Booth at the event
- Sponsor name recognition in Press Releases
- Sponsor logo inclusion in Sponsor Appreciation Luncheon Agenda
- Sponsor logo on Chevy's Freedom Over Texas section of ChevysFreedomOverTexas.com, ABC13.com, and HoustonSpecialEvents.org
- Eight (8) VIP Passes
- Twenty-Five (25) Sponsor Appreciation Luncheon Passes
- Ten (10) Sponsor Appreciation Passes
- Seventy-Five (75) General Admission Passes
- Fifteen (15) Volunteer Wristbands
- Eight (8) Parking Passes
- Eight (8) Banners throughout the site (to be provided by Sponsor)
- One (1) Banner located on the Event Ad Tower
- Inclusion as a Sponsor in stage announcements





# ■ STAGE SPONSORSHIP

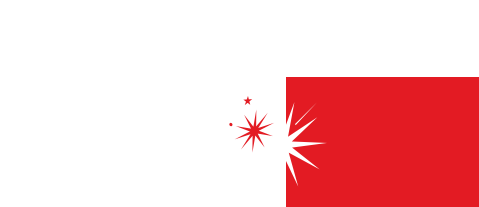
## ■ SKY STAGE PACKAGE:

**\$50,000**

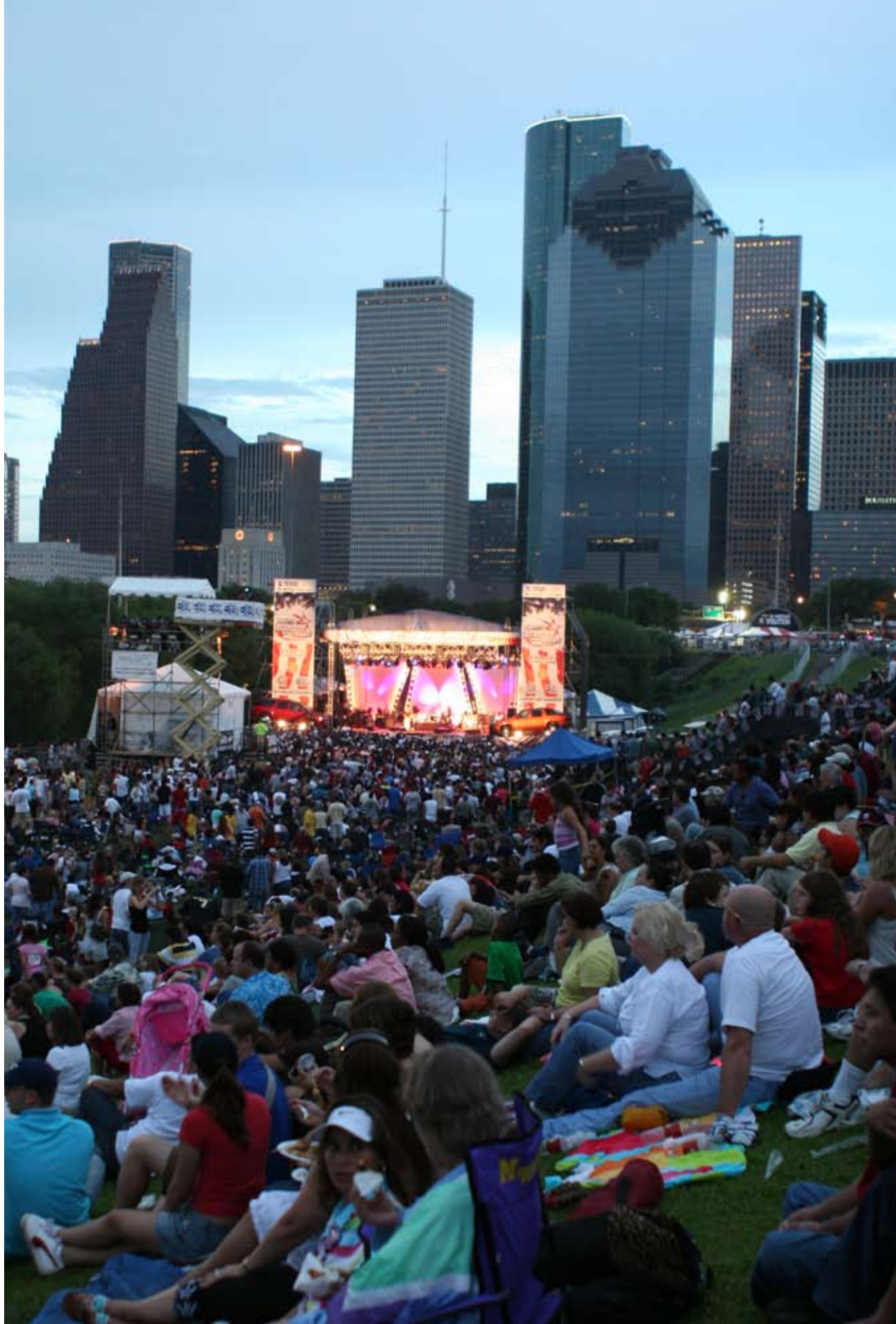
The skies of Houston will come to life with an incredible aircraft show. Your company will have naming rights to the sky stage, as well as on-site signage, over-head plane fly-overs with your company's name on banners, and scripted stage announcements.

- Sponsor Exclusivity
- Sponsor Banner airplane fly-over during the event
- Sponsor Banners placed on three (3) Balloon Glows at the event
- Sponsor Marquee Signage
- Sponsor logo in the Houston Chronicle Insert
- Dedicated Broadcast schedule for sponsor on ABC-13
- One (1) :30 commercial in ABC-13's 7-8pm Show on 7/4
- One (1) :30 commercial in ABC-13's 8-10pm Show on 7/4
- Ability to provide a discount ticket offer at retail locations
- One (1) 10x20 Sponsor Booth
- Sponsor logo inclusion in Sponsor Appreciation Luncheon Agenda
- Sponsor logo on Chevy's Freedom Over Texas section of [ChevyFreedomOverTexas.com](http://ChevyFreedomOverTexas.com), [ABC13.com](http://ABC13.com), and [HoustonSpecialEvents.org](http://HoustonSpecialEvents.org)
- Four (4) VIP Passes
- Twenty (20) Sponsor Appreciation Luncheon Passes
- Six (6) Sponsor Appreciation Passes
- Fifty (50) General Admission Passes
- Ten (10) Volunteer Wristbands
- Five (5) Parking Passes
- Five (5) Banners throughout the site (to be provided by Sponsor)
- Inclusion as a Sponsor in stage announcements











# BRANDED ZONE

## BRANDED ZONE PACKAGE:

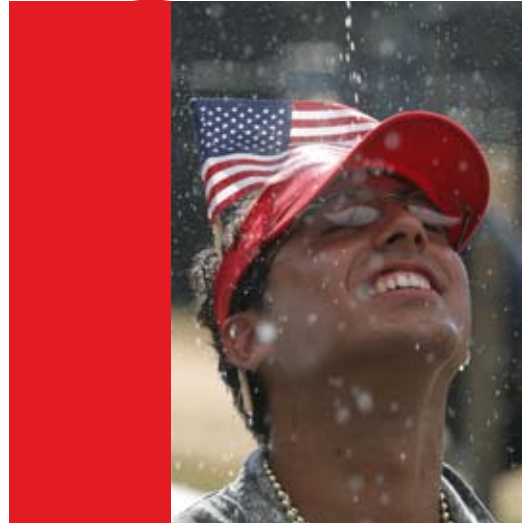
\$50,000

Chevy's Freedom Over Texas has a variety of fun and exciting activities for the public to enjoy throughout the day. Your company can be the official sponsor of one of the Branded Zones on-site. Examples include the Keep America Beautiful Zone and the Get Fit and Healthy Zone.

- Sponsor Exclusivity
- Sponsor Marquee Signage
- Sponsor logo in the Houston Chronicle Insert
- Dedicated Broadcast schedule for sponsor on ABC-13
- One (1) :30 commercial in ABC-13's 7-8pm Show on 7/4
- One (1) :30 commercial in ABC-13's 8-10pm Show on 7/4
- Ability to provide a discount ticket offer at retail locations
- One (1) 10x20 Sponsor Booth at the event
- Sponsor logo inclusion in Sponsor Appreciation Luncheon Agenda
- Sponsor logo on Chevy's Freedom Over Texas section of ChevysFreedomOverTexas.com, ABC13.com, and HoustonSpecialEvents.org
- Four (4) VIP Passes
- Twenty (20) Sponsor Appreciation Luncheon Passes
- Six (6) Sponsor Appreciation Passes
- Fifty (50) General Admission Passes
- Ten (10) Volunteer Wristbands
- Five (5) Parking Passes
- Five (5) Banners throughout the site (to be provided by Sponsor)
- Inclusion as a Sponsor in stage announcements



# ■ ■ COOL-OFF ZONE



## ■ ■ COOL-OFF ZONE PACKAGE:

**\$50,000**

It's the 4th of July, and everyone is looking for a way to cool-off and relax during the summer heat. Have your company come to the rescue, and sponsor the Cool-Off Zones featuring misting tents and a relaxation station for the public to enjoy!

- Sponsor Exclusivity
- Sponsor Marquee Signage
- Sponsor Banners placed at each of the four (4) misting tent stations.
- Twenty-Five thousand event fans signage with Sponsor's logo, for sponsor to distribute at the event
- Sponsor logo in the Houston Chronicle Insert
- Dedicated Broadcast schedule for sponsor on ABC-13
- One (1) :30 commercial in ABC-13's 7-8pm Show on 7/4
- One (1) :30 commercial in ABC-13's 8-10pm Show on 7/4
- Ability to provide a discount ticket offer at retail locations
- Four (4) 10x10 Sponsor Booths located next to the misting tent stations at the event
- Sponsor logo inclusion in Sponsor Appreciation Luncheon Agenda
- Sponsor logo on Chevy's Freedom Over Texas section of [ChevysFreedomOverTexas.com](http://ChevysFreedomOverTexas.com), [ABC13.com](http://ABC13.com), and [HoustonSpecialEvents.org](http://HoustonSpecialEvents.org)
- Four (4) VIP Passes
- Twenty (20) Sponsor Appreciation Luncheon Passes
- Six (6) Sponsor Appreciation Passes
- Fifty (50) General Admission Passes
- Ten (10) Volunteer Wristbands
- Five (5) Parking Passes
- Five (5) Banners throughout the site (to be provided by Sponsor)
- Inclusion as a Sponsor in stage announcements

# JUMBOTRON SCREEN

## JUMBOTRON SCREEN PACKAGE:

\$50,000

Your company can sponsor the JumboTron screens placed strategically throughout the site at Chevy's Freedom Over Texas. Sponsorship will include signage next to the big screen, and an opportunity to have a :30 spot appear on screen for the on-site audience to watch and enjoy during the main show!

- Sponsor Exclusivity
- Sponsor Banners placed next to all three (3) JumboTron Screens at the event
- Sponsor Marquee Signage
- Sponsor logo in the Houston Chronicle Insert
- Dedicated Broadcast schedule for sponsor on ABC-13
- One (1) :30 commercial in ABC-13's 7-8pm Show on 7/4
- One (1) :30 commercial in ABC-13's 8-10pm Show on 7/4
- Ability to provide a discount ticket offer at retail locations
- One (1) 10x20 Sponsor Booth
- Sponsor logo inclusion in Sponsor Appreciation Luncheon Agenda
- Sponsor logo on Chevy's Freedom Over Texas section of ChevysFreedomOverTexas.com, ABC13.com, and HoustonSpecialEvents.org
- Four (4) VIP Passes
- Twenty (20) Sponsor Appreciation Luncheon Passes
- Six (6) Sponsor Appreciation Passes
- Fifty (50) General Admission Passes
- Ten (10) Volunteer Wristbands
- Five (5) Parking Passes
- Five (5) Banners throughout the site (to be provided by Sponsor)
- Inclusion as a Sponsor in stage announcements







## OFFICIAL PRODUCT OR SERVICE SPONSORSHIPS



### OFFICIAL PRODUCT OR SERVICE:

\$50,000

Have your company be a designated Official Product at Chevy's Freedom Over Texas! Examples include the Official Bank, Official Health Care Provider, Official Internet Provider, Official Soft Drink, Official Grocery Store, etc.

- Sponsor Exclusivity
- Event will work with Sponsor to incorporate product at the event (For example: Official Bank will have logo on all ATM's, Official Soft Drink will have the ability to sell their product exclusively at the event, etc.)
- Sponsor logo in the Houston Chronicle Insert
- Dedicated Broadcast schedule for sponsor on ABC-13
- One (1) :30 commercial in ABC-13's 7-8pm Show on 7/4
- One (1) :30 commercial in ABC-13's 8-10pm Show on 7/4
- One (1) 10x20 Sponsor Booth at the event
- Sponsor logo inclusion in Sponsor Appreciation Luncheon Agenda
- Sponsor logo on Chevy's Freedom Over Texas section of [ChevysFreedomOverTexas.com](http://ChevysFreedomOverTexas.com), [ABC13.com](http://ABC13.com), and [HoustonSpecialEvents.org](http://HoustonSpecialEvents.org)
- Four (4) VIP Passes
- Twenty (20) Sponsor Appreciation Luncheon Passes
- Six (6) Sponsor Appreciation Passes
- Fifty (50) General Admission Passes
- Ten (10) Volunteer Wristbands
- Five (5) Parking Passes
- Five (5) Banners throughout the site (to be provided by Sponsor)
- Inclusion as a Sponsor in stage announcements

# SPECIALTY EVENT ITEM SPONSORSHIPS



■ SPECIAL EVENT ITEM SPONSOR:

\$25,000



Let our staff work with your company to come up with an on-site give-away or promotion that will drive traffic to your location and/or brand your company at the event. Examples include: Cups, T-shirts, Visors, Fireworks Glasses, etc.

- Sponsor Exclusivity
- Logo inclusion and Bounce Back tear-off coupon opportunity printed on 25,000 Fireworks Glasses.
- Sponsor logo in the Houston Chronicle Insert
- Dedicated Broadcast schedule for sponsor on ABC-13
- One (1) :30 commercial in ABC-13's 7-8pm Show on 7/4
- One (1) 10x20 Sponsor Booth
- Sponsor logo inclusion in Sponsor Appreciation Luncheon Agenda
- Sponsor logo on Chevy's Freedom Over Texas section of ChevysFreedomOverTexas.com, ABC13.com, and HoustonSpecialEvents.org
- Two (2) VIP Passes
- Ten (10) Sponsor Appreciation Luncheon Passes
- Four (4) Sponsor Appreciation Passes
- Twenty-five (25) General Admission Passes
- Ten (10) Volunteer Wristbands
- Two (2) Parking Passes
- Two (2) Banners throughout the site (to be provided by Sponsor)
- Inclusion as a Sponsor in stage announcements

# ■ OFFICIAL COUPON

## ■ OFFICIAL COUPON PACKAGE:

**\$25,000**

Chevy's Freedom Over Texas offers a variety of food and beverages that patrons can purchase throughout the day. Your company can be the Official Coupon Sponsor on all Food and Beverage tickets that are purchased at the event. This sponsorship includes logo visibility on the coupons and coupon booths, as well as a bounce back coupon located on the coupon page.

- Logo inclusion and Bounce Back ticket printed on Event Coupon Sheets  
*(Note: Each Coupon Sheet holds 9 coupons)*
- Sponsor's logo on Event Coupon Booth at each entrance
- Sponsor logo in the Houston Chronicle Insert
- Dedicated Broadcast schedule for sponsor on ABC-13
- One (1) :30 commercial in ABC-13's 7-8pm Show on 7/4
- One (1) 10x20 Sponsor Booth
- Sponsor logo inclusion in Sponsor Appreciation Luncheon Agenda
- Sponsor logo on Chevy's Freedom Over Texas section of ChevysFreedomOverTexas.com, ABC13.com, and HoustonSpecialEvents.org
- Two (2) VIP Passes
- Ten (10) Sponsor Appreciation Luncheon Passes
- Four (4) Sponsor Appreciation Passes
- Twenty-five (25) General Admission Passes
- Ten (10) Volunteer Wristbands
- Two (2) Parking Passes
- Two (2) Banners throughout the site (to be provided by Sponsor)
- Inclusion as a Sponsor in stage announcements





# OFFICIAL TICKET

## OFFICIAL TICKET PACKAGE:

\$25,000

Your company's logo will be prominently displayed on the official Chevy's Freedom Over Texas ticket. Sponsorship of the ticket can include selling discount tickets at your locations, as well as a contest or bounce-back coupon on the ticket.

- Logo inclusion and Bounce Back ticket printed on 100,000 Event Tickets for the event
- Sponsor's logo on Event Ticket booth at each entrance
- Sponsor logo in the Houston Chronicle Insert
- Dedicated Broadcast schedule for sponsor on ABC-13
- One (1) :30 commercial in ABC-13's 7-8pm Show on 7/4
- One (1) 10x20 Sponsor Booth
- Sponsor logo inclusion in Sponsor Appreciation Luncheon Agenda
- Sponsor logo on Chevy's Freedom Over Texas section of [ChevysFreedomOverTexas.com](http://ChevysFreedomOverTexas.com), [ABC13.com](http://ABC13.com), and [HoustonSpecialEvents.org](http://HoustonSpecialEvents.org)
- Two (2) VIP Passes
- Ten (10) Sponsor Appreciation Luncheon Passes
- Four (4) Sponsor Appreciation Passes
- Twenty-five (25) General Admission Passes
- Ten (10) Volunteer Wristbands
- Two (2) Parking Passes
- Two (2) Banners throughout the site (to be provided by Sponsor)
- Inclusion as a Sponsor in stage announcements



# SPECIAL EVENT ACTIVITY SPONSORSHIPS

## BEST SEAT IN THE HOUSE PACKAGE:

\$25,000

The Best Seat in the House sponsorship opportunity gives your company the ability to offer front row seats to patrons on-site. This can be done as a contest at your retail location or on-line. Your company will also have the ability to brand themselves in the “Beat Seat in the House” sections with signage.



- Sponsor Exclusivity
- Sponsor Banners placed in the Best Seat in the House Sections located next to the four (4) stages of music entertainment
- Ability to conduct a ‘Register to Win’ contest for the ‘Best Seat in the House’ sections on-site (Sponsor will receive 200 tickets for this contest)
- Sponsor Marquee Signage
- Sponsor logo in the Houston Chronicle Insert
- Dedicated Broadcast schedule for sponsor on ABC-13
- One (1) :30 commercial in ABC-13’s 7-8pm Show on 7/4
- One (1) 10x20 Sponsor Booth
- Sponsor logo inclusion in Sponsor Appreciation Luncheon Agenda
- Sponsor logo on Chevy’s Freedom Over Texas section of ChevysFreedomOverTexas.com, ABC13.com, and HoustonSpecialEvents.org
- Two (2) VIP Passes
- Ten (10) Sponsor Appreciation Luncheon Passes
- Four (4) Sponsor Appreciation Passes
- Twenty-five (25) General Admission Passes
- Ten (10) Volunteer Wristbands
- Two (2) Parking Passes
- Two (2) Banners throughout the site (to be provided by Sponsor)
- Inclusion as a Sponsor in stage announcements



## BOOTH & BALLOON GLOW SPONSORSHIPS

### 10 X 20 BOOTH SPONSOR:

**\$5,000**

- One (1) 10 x 20 Sponsor Booth at the event. The booth will include two (2) 6 ft. tables and four (4) chairs
- Sponsor logo on Chevy's Freedom Over Texas section of [ChevysFreedomOverTexas.com](http://ChevysFreedomOverTexas.com), [ABC13.com](http://ABC13.com), and [HoustonSpecialEvents.org](http://HoustonSpecialEvents.org)
- Eight (8) Sponsor Appreciation Luncheon Passes
- Two (2) Sponsor Appreciation Passes
- Fifteen (15) General Admission Passes
- Eight (8) Volunteer Wristbands
- Two (2) Parking Passes

### 10 X 10 BOOTH SPONSOR:

**\$3,000**

- One (1) 10 x 10 Sponsor Booth at the event. The booth will include one (1) 6 ft. table and two (2) chairs
- Sponsor logo on Chevy's Freedom Over Texas section of [ChevysFreedomOverTexas.com](http://ChevysFreedomOverTexas.com), [ABC13.com](http://ABC13.com), and [HoustonSpecialEvents.org](http://HoustonSpecialEvents.org)
- Five (5) Sponsor Appreciation Luncheon Passes
- Two (2) Sponsor Appreciation Passes
- Ten (10) General Admission Passes
- Five (5) Volunteer Wristbands
- Two (2) Parking Passes

### BALLOON GLOW SPONSOR:

**\$3,000**

- Sponsor will have space for one (1) Sponsor Branded Balloon on-site
- Sponsor logo on Chevy's Freedom Over Texas section of [ChevysFreedomOverTexas.com](http://ChevysFreedomOverTexas.com), [ABC13.com](http://ABC13.com), and [HoustonSpecialEvents.org](http://HoustonSpecialEvents.org)
- Five (5) Sponsor Appreciation Luncheon Passes
- Two (2) Sponsor Appreciation Passes
- Ten (10) General Admission Passes
- Five (5) Volunteer Wristbands
- Two (2) Parking Passes



# ■ CONTACT

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