

98th Annual



BEECHER 4TH OF JULY FESTIVAL

**2026 Sponsorship and
Parade Information**

Friends of Beecher,

Welcome back to another year of the Beecher 4th of July Festival! We can't wait to see you all again this **JULY 1st – 4th** at Firemen's Park to celebrate our Nation's 250th birthday. We have a number of big events and surprises in store for everyone – and don't worry, your favorites are all still here: live entertainment, food, carnival, parade, fireworks, and more.

Included in this packet is information on two ways to be part of the Festival: corporate sponsorship opportunities and parade participation. We truly can't do it without you, and we are grateful for your continued support and involvement over the years. The best way to stay up to date as the Festival approaches is to follow us on Facebook and Instagram. We are grateful for every neighbor and business that helps make this celebration possible. The Commission is proud to be in its 24th year of carrying on a tradition nearly a century in the making – and we couldn't do it without the community behind us.

See you at the Festival!

Sponsorships

The Beecher 4th of July Festival wouldn't be possible without the generosity of local businesses like yours. When you sponsor the Festival, you're not just buying ad space – you're investing in the community we all call home. Through the proceeds of this event, the Commission has reinvested over \$490,000 into Firemen's Park and other local projects.

Your sponsorship comes with real visibility. Every sponsor is featured on print and digital flyers reaching thousands of area residents, plus banners displayed at the Main Stage throughout the event. Blue level sponsors and above are included in social media posts in the weeks leading up to the event. Diamond and Platinum sponsors receive the added honor of having their logo featured on street banners welcoming visitors into town. Sponsors of featured events are also recognized with a banner in the beer garden and dedicated social media posts. Full details on all sponsorship levels are included below.

To be featured on our event flyer and onsite banners, your sponsorship form (on the next page) and contribution must be received by **Friday, May 8th**. Please use the enclosed return envelope – we'd be so grateful for your support.

SPONSORSHIP LEVELS

DIAMOND \$5,000 & ABOVE

LOGO ON STREET BANNERS, PREMIER BILLING ON RECOGNITION BANNERS AND EVENT FLYERS, SOCIAL MEDIA RECOGNITION, \$500 IN CAR RAFFLE TICKETS, AND 40 \$5 FOOD STAND COUPONS

PLATINUM \$2,500 - \$4,999

LOGO ON STREET BANNERS, TOP BILLING ON RECOGNITION BANNERS AND EVENT FLYERS, SOCIAL MEDIA RECOGNITION, \$250 IN CAR RAFFLE TICKETS, AND 20 \$5 FOOD STAND COUPONS

BLUE \$1,000 - \$2,499

FEATURED BILLING ON RECOGNITION BANNERS AND EVENT FLYERS, SOCIAL MEDIA RECOGNITION, \$100 IN CAR RAFFLE TICKETS, AND 8 \$5 FOOD STAND COUPONS

RED \$500 - \$999

LISTING ON RECOGNITION BANNERS AND EVENT FLYERS, \$50 IN CAR RAFFLE TICKETS, AND 4 \$5 FOOD STAND COUPONS

WHITE \$100 - \$499

LISTING ON RECOGNITION BOARD, EVENT FLYERS, AND \$10 IN CAR RAFFLE TICKETS

CONTRIBUTING MEMBER \$1 - \$99

LISTING ON RECOGNITION BOARD AND EVENT FLYERS

PREMIER EVENTS

WEDNESDAY, JULY 1ST

ALL AMERICAN THROWBACKS

8:00 - 11:00 PM

THURSDAY, JULY 2ND

REAR VIEW

8:00 - 11:00 PM

FRIDAY, JULY 3RD

INFINITY

8:00 - 11:00 PM

SATURDAY, JULY 4TH

JUKE BOX HEROS

8:00 - 11:00 PM

FIREWORKS

9:30 PM

About the Beecher 4th of July Commission

While the 4th of July Festival has been a Beecher tradition for 98 years, it wasn't always the Commission's show to run. The Festival was originally operated by the Beecher Fire Department, and in 2001, the Beecher 4th of July Commission was formed to take over operations – with all proceeds and corporate sponsorships reinvested directly into the maintenance and improvement of Firemen's Park. To date, the Commission has put over **\$495,000** back into the Park through improvements to event spaces, pathways, buildings, equipment, and materials.

While the Commission operates as a division of the Village of Beecher, no tax dollars are used to fund the Festival. The Commission maintains its own budget and reserves, and the event runs entirely on the generosity of sponsors, vendors, and attendees.

Behind it all is a dedicated group of volunteers who give their time year-round to plan, prepare, and operate the Festival. If you spot someone in a red polo shirt during the event, that's one of our own. We're always looking for passionate community members to join our ranks – if you're interested in volunteering or applying to join the Commission, visit us at villageofbeecher.org.

