

CITY OF RENO | AMERICA 250 PARADE CELEBRATION

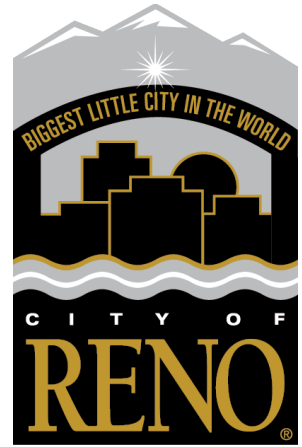
Sponsorship Opportunities | July 4, 2026

Deadline to Apply | June 5, 2026

Celebrating the 250th Birthday of the United States in Reno, Nevada

In 2026, the United States marks a historic milestone: 250 years of independence. The City of Reno will commemorate this once-in-a-generation anniversary with a signature downtown parade celebration bringing together residents, families, visitors, veterans, civic leaders, and businesses for a patriotic event honoring America's past, present, and future.

The America 250 Parade Celebration will feature a high-visibility downtown parade procession, bands, community floats, military and veterans tributes, cultural performances, and family-friendly festivities. This event offers exceptional brand exposure while aligning your organization with civic pride and national celebration.



SPONSORSHIP LEVELS:

Stars & Stripes Sponsorship- \$25,000 (1 available)

"Parade Sponsored by [Sponsor Name]"

Includes all Liberty and Patriot Sponsor benefits, plus:

- Exclusive sponsor designation
- Premier logo placement on all promotional materials including social media and website
- Top recognition on parade banners, signage, and event branding
- Several mentions in parade programming by emcees/hosts
- Featured mention in press releases and media outreach
- Lead branded parade float/banner opportunity (following dignitary procession)
- Prominent placement on City of Reno event webpage and social media
- Large premium vendor/exhibition booth space at event activities
- Reserved premium VIP parking passes

Liberty Sponsors – \$10,000 (5 Available)

Includes all Patriot Sponsor benefits, plus:

- Prominent logo placement on marketing materials
- Recognition on event signage and sponsor banners
- Logo featured prominently on City of Reno event webpage
- Social media sponsor spotlight recognition
- Mentions in parade programming by emcees/hosts
- Opportunity for branded parade participation
- Standard vendor/exhibition booth space
- Reserved VIP parking passes



Patriot Sponsors – \$5,000 (10 Available)

Includes:

- Logo inclusion on sponsor signage
- Recognition on event webpage
- Mention in sponsor thank-you campaign
- Opportunity to distribute promotional materials onsite
- Community booth/vendor space opportunity

SPONSORSHIP TERMS & CONDITIONS

The City of Reno reserves the right to adjust event programming, logistics, locations, schedules, booth layouts, parade placement, and related event operations as necessary due to public safety concerns, weather conditions, government directives, operational needs, or circumstances beyond its reasonable control, including but not limited to acts of God, natural disasters, emergencies, or other force majeure events.

In the event of cancellation, postponement, or modification of the event, sponsorship contributions shall be considered non-refundable and may be used to support event-related expenses, future community celebrations, or other City of Reno Parks & Recreation public programming efforts.

Booth space locations, parade placement, signage opportunities, and parking assignments will be coordinated by the City of Reno and may vary based on operational, safety, and logistical considerations.

The City of Reno reserves the right, in its sole discretion, to review, approve, reject, modify, or remove any sponsor logo, branding, slogan, signage, display, promotional material, commercial messaging, or activation deemed inconsistent with the mission, values, safety requirements, operational needs, community standards, or public nature of the event.

Sponsorships are intended to provide promotional visibility, recognition, and marketing-related benefits associated with the event. Sponsorship participation does not constitute endorsement by the City of Reno of any sponsor, product, service, organization, candidate, campaign, or viewpoint.

The City of Reno reserves the right to determine the appropriateness, placement, size, format, duration, and manner of sponsor recognition and visibility associated with the event.

Donations, unlike sponsorships, are considered charitable contributions intended to support community programming and may be recognized at the discretion of the City and/or the Community Foundation of Northern Nevada. Donations do not guarantee promotional visibility, advertising opportunities, booth space, or sponsorship-related benefits.

DONATION & SPONSORSHIP PROCESSING

All sponsorship and donation funds for the America 250 Parade Celebration are being administered through the Community Foundation of Northern Nevada on behalf of the City of Reno Parks & Recreation Department.

Sponsors and donors may be eligible to request a tax acknowledgment letter for their contribution. Additional information regarding payment processing, sponsorship fulfillment, and documentation can be coordinated directly through the City of Reno and the Community Foundation of Northern Nevada.

CONTACT:

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