



The Lake Murray Musicfest and Fireworks was a Navajo community tradition until 2012, when environmental concerns put a stop to the festivities. Over the years these concerns were alleviated and the residents of San Carlos, Del Cerro, Allied Gardens and La Mesa began inquiring about bringing the July 4th festivities back. In 2016 a group of community organizers formed a 501c3 and raised over \$75,000 from residents and corporate sponsors to bring the event back to Lake Murray Park. The 2017 Lake Murray Musicfest and Fireworks event was a huge success. A crowd of over 10,000 people from all around the Lake Murray area, enjoyed the music, food, fireworks, and family fun throughout the day.

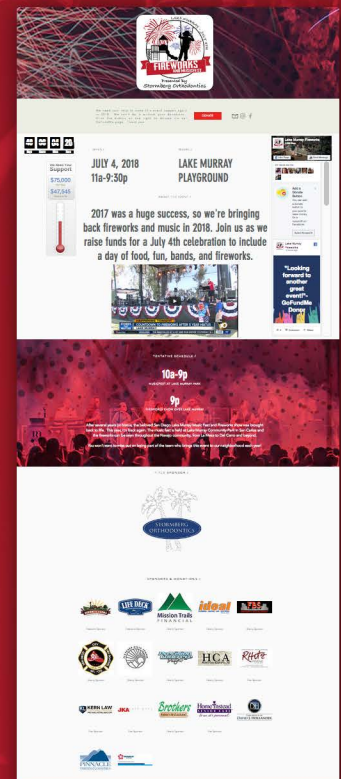
Every local media outlet filed stories or produced live shots for the evening news.



Our Facebook page has over 1100 followers who read updates and share stories about the event, including daily posts advertising our sponsors and food vendors.



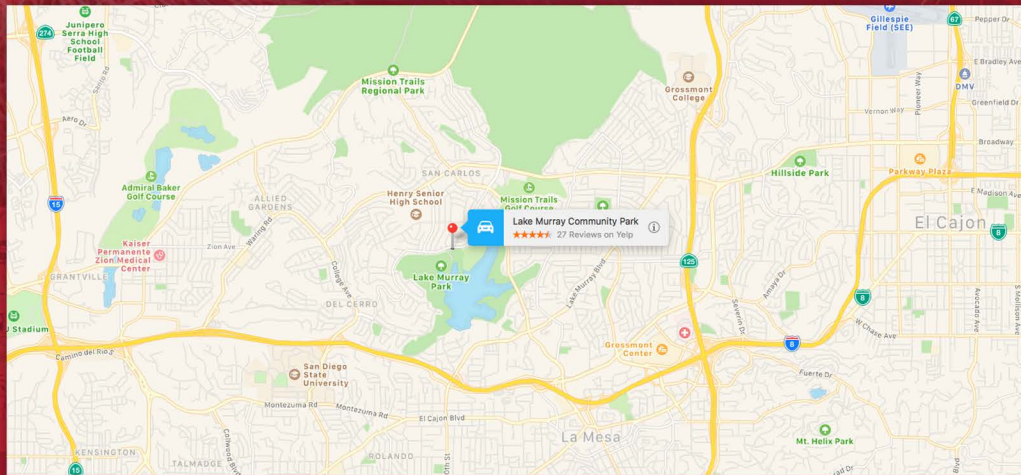
Our web page at LakeMurrayFireworks.org contains information about the event, sponsor and donation links, as well as links and logos to all our corporate donators.







Location: Lake Murray Community Park, 7001 Murray Park Dr., San Diego 92119



Music Fest concert in the park: 11:00am – 8:45pm  
Fireworks show: 9:00pm



Target audience for the event: 9,000+ people in the Navajo Community and La Mesa

Music Fest attendance: 5,000+ people with rotating crowds

Music Fest and Fireworks committee members: dynamic team of veteran event organizers and young professionals in your community





## SPONSORSHIP OPPORTUNITIES

**Title Sponsor: \$18,000 (SOLD)**

**Presented By:** Company name & logo advertised as Lake Murray Music Fest and Fireworks “Presented By”

**Banner:** Extra Large Title Sponsor banner with, company information/logo, located center stage at the event

**Promotion:** Mentioned and seen in all event promotion efforts (print, radio, TV)

**Social Media:** Promoted on all social media platforms, 3 Business Spotlights per month prior to the event

**\*Print:** Company information on all banners, printed materials, event advertising materials, parking signs, etc.

**Website:** Company logo, and link, on event website

**Presence:** Space for company presence at the event (must reserve 72 hrs in advance plus provide your own canopy and supplies)

**Kids Box:** Opportunity to place company information in and on the exterior of the Kids Art Boxes at the event

**VIP:** VIP area for fireworks viewing and 2 reserved parking spots at Music Fest & Fireworks show (must reserve 72 hrs in advance and set up canopy July 3rd)

**Verbal:** Opportunity to self-promote at the event. Verbal recognition at the event throughout the day.

**Gift:** Framed certificate of sponsorship

**Affiliation:** Rights to use fireworks event logo and posters in place of business

**American Sponsor: \$9,000 (2 available)**

**Banner:** Large banner, with company logo/information, located on either side of Title Sponsor

**Social Media:** Promoted on all social media platforms, 2 Business Spotlight per month prior to the event

**\*Print:** Company information on all banners, printed materials, event advertising materials

**Website:** Company logo, and link, on event website

**Presence:** Space for company presence at the event (must reserve 72 hrs in advance plus provide your own canopy and supplies)

**VIP:** VIP area for fireworks viewing and 1 reserved parking spot at Music Fest & Fireworks show (must reserve 72 hrs in advance and set up canopy July 3rd)

**Verbal:** Verbal recognition at the event

**Gift:** Framed certificate of sponsorship

**Affiliation:** Rights to use fireworks event logo and posters in place of business

**Patriot Sponsor: \$5,000 (4 available)**

**Banner:** Medium banner, with company information/logo, located side stage below American Sponsor

**Social Media:** Promoted on all social media platforms, 1 Business Spotlight per month prior to the event

**\*Print:** Company information on all banners, printed materials, event advertising materials

**Website:** Company logo, and link, on event website

**Presence:** Space for company presence at the event (must reserve 72 hrs in advance plus provide your own canopy and supplies)

**VIP:** VIP area for fireworks viewing and 1 reserved parking spot at Music Fest & Fireworks show (must reserve 72 hrs in advance and set up canopy July 3rd)

**Verbal:** Verbal recognition at the event

**Gift:** Framed certificate of sponsorship

**Affiliation:** Rights to use fireworks event logo and posters in place of business





## SPONSORSHIP OPPORTUNITIES

**Freedom Sponsor: \$3,000 (10 available)**

**Banner:** Small banner, with company information/logo, located on side stage below Patriot Sponsor

**Social Media:** Promoted on all social media platforms at least 5 times if committed before June

**\*Print:** Company information on all banners, printed materials, event advertising materials

**Website:** Company logo, and link, on event website

**Presence:** Space for company presence at the event (must reserve 72 hrs in advance plus provide your own canopy and supplies)

**Verbal:** Verbal recognition at the event

**Gift:** Framed certificate of sponsorship

**Affiliation:** Rights to use fireworks event logo and posters in place of business

**Liberty Sponsor: \$1,200**

**Social Media:** Promoted on all social media platforms at least 3 times if committed before June

**\*Print:** Company information on printed paper event materials/posters and event advertising materials

**Website:** Company logo, and link, on event website

**Verbal:** Verbal recognition at the event

**Social Media:** Promoted on all social media platforms

**Gift:** Certificate of sponsorship

**Affiliation:** Rights to use fireworks event logo and posters in place of business

**Star Sponsor: \$600**

**Website:** Company or personal name on the event website

**Gift:** Certificate of sponsorship

**Affiliation:** Rights to use fireworks event logo and posters in place of business

**Social Media:** Promoted on all social media platforms at least 1 time between June and July.

**\*Print – subject to omission from printed materials if donation is after June 1.**





## SPONSOR COMMITMENT

Email us: [LakeMurrayFireworks@gmail.com](mailto:LakeMurrayFireworks@gmail.com)

Include your business name and contact information, the type of sponsorship you're interested in, and your company website and logo for marketing distribution.

Call us: Kevin Klein 858-232-0284

### Sponsorship Level:

- American Sponsor: \$9,000
- Patriot Sponsor \$5,000
- Freedom Sponsor: \$3,000
- Liberty Sponsor: \$1,200
- Star Sponsor: \$600

### Payment Method

Checks - Mail to address below. Please write email address in the memo area and make check payable to: Lake Murray Fireworks and Events

WebSite - Click "DONATE" button at [www.lakemurrayfireworks.org](http://www.lakemurrayfireworks.org)

Donations may be tax deductible.  
Lake Murray Fireworks & Events  
5173 Waring Rd #346  
San Diego, CA 92120

visit us at [www.lakemurrayfireworks.org](http://www.lakemurrayfireworks.org)

EIN 94-3456950