



Cedar Rapids Freedom Festival

501 (c) 3 Non-Profit Events Organization



319-365-8313



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Cedar Rapids, IA 52401



www.freedomfestival.com

MISSION

Our mission is to celebrate the quality of life in Eastern Iowa by providing safe, affordable and fun annual events that embody the spirit of patriotism and a sense of community and family.

ABOUT US

For 40 years now, the Freedom Festival has helped to create memories for those that work, live, play, and visit Cedar Rapids and the corridor! The Freedom Festival begins each year on Flag Day, the 14th of June, and continues the three weeks leading up to and including Independence Day, the 4th of July.

Utilizing many local venues, parks, vendors, businesses, and city services, the Festival adopts a "support local" approach. While the Freedom Festival receives much support from the City of Cedar Rapids, we are a completely separate 501(c)3 non-profit entity.

In keeping with the Freedom Festival's mission, we make it a priority that all of our programming is either low or no cost, to make sure that the entire community is able to celebrate a sense of patriotism and community, without cost being a barrier to enjoyment!





SIGNATURE EVENTS

- Tribute to Heroes Dinner
- Flag Retirement Ceremony
- Balloon Glow
- Parade
- Imagination Square
- DockDogs
- Freedom Bike Ride
- Pancake Breakfast
- Car Show
- Celebration of Freedom Fireworks

COMMUNITY IMPACT

Each year, hundreds of thousands of people are able to enjoy the Cedar Rapids Freedom Festival’s programming that continues to market to a wide variety of demographics, i.e., programming for everyone!

Funded primarily through corporate and private sponsorships, grants, button sales, event registrations, and donations, we are very thankful that we are able to continue to provide programming for free or low cost into our 41st year in 2024!

The Freedom Festival measures success by attendance, economic impact, and community engagement. In 2023, the festival generated an estimated economic impact of \$10 million, with 33% of visitors staying in the Cedar Rapids area for more than 5 days.

Through this programming, we are able to positively impact the community—aiding in the health, wellness, and overall happiness of residents, visitors, and families living in and around the greater Cedar Rapids metropolitan area.





SIGNATURE PARTNERSHIP OPPORTUNITIES

Supporting the Cedar Rapids Freedom Festival shows your commitment to **community** and allows us to provide programming each summer that showcases how amazing events in the corridor help create long and lasting memories for many!

While our organization has historically sold event-specific sponsorships, this year we want to focus on year-long partnerships in a tiered format. This will allow your business the ability to receive sponsor benefits in many new ways outside of Freedom Festival season!

PRESENTING SPONSOR \$50,000 (one available)

- Premiere recognition as "Presenting Sponsor" of the Freedom Festival including:
 - Logo on button design, t-shirts, all event banners, and promotional marketing messages
- Prominently featured on the website year-round, email marketing, & dedicated event pages
- Prominently featured in the Freedom Festival Events Guide with distribution at events, the Sunday Gazette, and PennySaver during June
- Freedom Festival button outlet (ability to sell buttons with sales-share of profit)
- Complimentary tickets/buttons, vendor and event registrations
- Opportunity to make welcoming remarks at events and video testimonial(s) when available
- Presenting Sponsor spotlight article included on website, e-newsletter, and social media
- "Presented by" social media spotlights including Facebook, Instagram, and LinkedIn
- Ability to host "community booth" at any of our festival-produced events to showcase your business and interact with the community, i.e. hand outs, giveaways, register to win, etc.

OFFICIAL SPONSOR \$25,000 (three available)

- Recognition as "Official Sponsor" of the Freedom Festival with title sponsorship of our largest signature event (Celebration of Freedom Fireworks)
- Logo on large stage / entrance event banners, and promotional marketing messages
- Featured on the website year-round, email marketing, & dedicated event page
- Featured in the Freedom Festival Events Guide with distribution at events, the Sunday Gazette, and PennySaver during June
- Complimentary tickets/buttons, vendor and event registration
- Opportunity to make welcoming remarks at event and video testimonial when available
- Official Sponsor spotlight article included on website, e-newsletter, and social media
- Ability to host "community booth" to showcase your business and interact with the community, i.e. hand outs, giveaways, register to win, etc.



SAFETY SPONSOR \$15,000 (two available)

- Recognition as "Official Safety Sponsor" of the Freedom Festival with recognition at all large signature events (Balloon Glow, Parade, 4th of July, etc)
- Logo on event banners and promotional marketing messages at these events
- Featured on the website year-round, email marketing, and safety messaging
- Featured in the Freedom Festival Events Guide with distribution at events, the Sunday Gazette, and PennySaver during June
- Complimentary tickets/buttons, and event registration
- Official Safety Sponsor spotlight article included on website, e-newsletter, and social media
- Ability to host "community booth" to showcase your business and interact with the community, i.e. hand outs, giveaways, register to win, etc.

WIN-WIN-WIN VOLUNTEER SPONSOR \$10,000 (two available)

- Recognition as "Win-Win-Win Volunteer Sponsor" of the Freedom Festival
- Logo on event display at all Freedom Festival events promoting the Win-Win-Win Volunteer Program and promotional marketing messages
- Logo on the back of all Volunteer T-shirts--distributed to and worn by ALL event volunteers!
- Featured on the website year-round, email marketing, & dedicated volunteer page(s)--Freedom Festival website and United Way of East Central Iowa page
- Featured in the Freedom Festival Events Guide with distribution at events, the Sunday Gazette, and PennySaver during June
- Complimentary tickets/buttons and event registration
- Win-Win-Win Volunteer Sponsor spotlight article included on website, e-newsletter, and social media
- First pick of the volunteer shift / opportunities before we promote on the United Way of East Central Iowa "Volunteer Now" platform



FESTIVAL PARTNERS \$5,000

- Recognition as "Partner" of the Freedom Festival with title sponsorship of one signature event (select from Balloon Glow, DockDogs, Movie at the Ballpark, Car Show, Pancake Breakfast, 4th of July Concert, Military Tribute Banner program)
- Logo on event banners, and promotional marketing messages
- Featured on the website year-round, email marketing, & dedicated event page
- Featured in the Freedom Festival Events Guide with distribution at events, the Sunday Gazette, and PennySaver during June
- Complimentary tickets/buttons and event registration
- Official Sponsor spotlight article included on website, e-newsletter, and social media
- Ability to host "community booth" to showcase your business and interact with the community, i.e. hand outs, giveaways, register to win, etc.

SPARKLER SPONSOR \$3,000

- Recognition as "Sparkler Sponsor" of the Freedom Festival with title sponsorship of one signature event (select from Freedom Bike Ride, Rock N Bowl, Army Band Concert, Parade, Flag Retirement Ceremony)
- Logo on event banners, and promotional marketing messages
- Featured on the website year-round, email marketing, & dedicated event page
- Featured in the Freedom Festival Events Guide with distribution at events, the Sunday Gazette, and PennySaver during June
- Complimentary tickets/buttons and event registration
- Sponsor spotlight article included on website, e-newsletter, and social media
- Ability to host "community booth" to showcase your business and interact with the community, i.e. hand outs, giveaways, register to win, etc.



FRIEND OF THE FESTIVAL \$1,000

- Recognition as "Friend" of the Freedom Festival on the website year-round and email marketing
- Featured in the Freedom Festival Events Guide with distribution at events, the Sunday Gazette, and PennySaver during June
- Complimentary (20) buttons with option to purchase more at a discount
- Ability to host "community booth" to showcase your business and interact with the community, i.e. hand outs, giveaways, register to win, etc.

DIGITAL (WEBSITE/APP) PARTNER \$500

- Featured on the Freedom Festival website and app year-round
- Ability to showcase your business on the website and app with click-thru link
- Ability to feature a giveaway, coupon, or deal during the Freedom Festival
- Digital Partner spotlight (one per month) sent to app and email marketing list

ADOPT-A-VETERAN BANNER \$250

- Honor a veteran on a Military Tribute Banner--this veteran will be selected from a pool of nominated veterans that will not have to pay to be honored!
- Banner will hang in downtown Cedar Rapids during June, July, and August
- After the banner is taken down, there is the option of keeping the banner or donating it to the veteran or family of the veteran honored as keepsake
- Your name/business will appear on the printed banner and be listed on the Freedom Festival sponsor page



Please contact Executive Director, Karol Shepherd, at 319-365-8313 or karol@freedomfestival.com to discuss partnerships. Thank you.