



Sunoco Welcome America! 2008

The Sunoco Welcome America! Festival is a week-long celebration of freedom and free spirits — a highly visible series of free events across Philadelphia.

In 2008 we are continuing the Sunoco Welcome America! tradition of throwing a world-class Independence Day festival featuring music, entertainment, international cuisine, fireworks and a variety of other events that will bring the excitement right into the heart of neighborhoods across the city.

To do this, we need your help. We offer many different sponsorship opportunities — some in tandem with events and some celebration-wide and, most importantly, we can tailor benefits specifically to your needs and expectations.

We want you to join us!

All of the team here at Welcome America, Inc. are pleased, fulfilled, satisfied, gratified and totally psyched as we produced the premier celebration of America's birthday here in America's birthplace, the City of Philadelphia.

With stars like Hall & Oates, Patti LaBelle, Chaka Khan, Branford Marsalis, Chante Moore and Kenny Lattimore, Bianca Ryan, the US Army Jazz Ambassadors and the Philadelphia Boys Choir Philly rocked! Add our televised parade and fireworks and across the board, we have met or exceeded expectations. Our research indicates that our attendance was way up. Other indices reveal that both Vendors and Sponsors benefited greatly from our marketing and public relations initiatives. Reports have been received showing we captured media attention from Boston to Washington DC and on to Europe and, yes, even Australia!

We're making history in this historical city that we love and you can become a part of that grand story. By becoming one of our proud sponsors, you can show your national and civic pride while doing the right thing for your business. We invite you to join with us.

Let us help you build the kind of community goodwill that money alone can't buy.



Sponsorship Opportunities (partial list)

Party On The Parkway

Ben Franklin Parkway
July 4th, 2:00 pm to 6:00 pm
Attendance: 1 Million+

An afternoon of entertainment, games and food brings people out long before the headliner events.

Sponsorship Levels

Title	\$100,000
Presenting	\$ 50,000
Sampling/site fee	\$ 25,000
Jumbotrons	\$ 10,000

Southwest Airlines

July 4th Parade
20th Street & Ben Franklin Parkway
July 4th, 6:30 pm to 8:30 pm
Attendance: 1 Million

This red, white and blue parade features marching bands, floats, balloons and a variety of groups reflecting the cultural diversity of the Philadelphia region.

Sponsorship Levels

Float	\$ 20,000
Special Unit	\$ 15,000

Taste of Philadelphia

Historic Area
Multiple Days - 11:00 am to 7:00 pm
Attendance: 30,000 per day

Indulge in a food festival featuring the culinary delights of Philadelphia's fine restaurants.

Sponsorship Levels

Title	\$ 100,000
Presenting	\$ 75,000
Supporting	\$ 20,000
Sampling/Site Fee	\$ 7,500

Fiesta Salsa On The Parkway

Ben Franklin Parkway
2:00 pm to 8:30 pm
Attendance: 75,000

An international celebration of Hispanic culture, music, dance, food and art featuring performances by top Latin entertainers.

Sponsorship Levels

Presenting	\$ 50,000
Stage	\$ 25,000
Sampling/Site Fee	\$ 10,000



Lunchtime Concerts

JFK Plaza
Noon to 2:00 pm
Attendance: 10,000

It's all about love...and music! Enjoy multiple days of live musical performances featuring R&B, Blues, Soul and Salsa.

Sponsorship Levels

Title	\$ 40,000
Presenting	\$ 20,000
Supporting	\$ 10,000
Sampling/Site Fee	\$ 5,000

★★★

Waterfront Concert

Penn's Landing
6:30 pm to 9:30 pm
Attendance: 150,000

A celebrity-packed concert followed by a magnificently choreographed fireworks spectacular set to exciting music.

Sponsorship Levels

Title Concert	\$100,000
Stage	\$ 25,000
Sampling/Site Fee	\$ 7,500

★★★

Gospel

TBD
5:00 pm to 9:00 pm
Attendance: 15,000

The Delaware waterfront resonates with the joyous sounds of gospel during this free concert featuring celebrated artists, outstanding choirs, popular radio personalities and more.

Sponsorship Levels

Title	\$ 75,000
Presenting	\$ 50,000
Supporting	\$ 25,000

★★★

Philly@The Movies

Multiple Outdoor Locations
9:00 pm to 11:00 pm
Attendance: 6,000

A popular community event, the annual Philly@The Movies series will show different movies in various locations around the City...all FREE to the public.

Sponsorship Levels

Title	\$ 20,000
Presenting	\$ 10,000
Sampling/Site Fee	\$ 5,000

★★★

Opera On The Square

Rittenhouse Square
6:30 pm to 8:30 pm
Attendance: 15,000

An evening of Opera under the stars in historic Rittenhouse Square featuring celebrated soloists and the Welcome America Orchestra.

Sponsorship Levels

Presenting	\$ 50,000
Orchestra Title	\$ 30,000
Supporting	\$ 15,000

★★★

Ask about
Festival-wide
Official
Sponsorship

★★★

For The Kids

Go 4th & Learn!

Various Locations
Multiple Days

A variety of learning experiences for children to encourage reading and develop their curiosity.

Sponsorship Levels

Title	\$ 50,000
Presenting	\$ 25,000
Supporting	\$ 10,000

★★★

Fair On The Square

Rittenhouse Park
11:00 am to 5:00 pm
Attendance: 20,000

From music to vintage games, unicycles to carousels, there is something for every member of the family to enjoy.

Sponsorship Levels

Title	\$ 50,000
Presenting	\$ 30,000
Sampling/Site Fee	\$ 5,000

★★★

Let us create a
Benefits
package just for
you!!!

★★★

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