



Each year on the Fourth of July, the High Point Parks & Recreation Department hosts the Uncle Sam Jam at Oak Hollow's Festival Park. High Point Parks & Recreation has been the proud host of this event for over 30 years. This event comes with a great deal of history, tradition and an ideal venue for families to enjoy this festival on the 4th. This one-day event attracts over 17,000 spectators each year from High Point and the surrounding region.

The Uncle Sam Jam features:

- Live musical performances by established artists
- Large "Family Fun Zone" with inflatables, rock wall, and more
- Food, beverage, and novelty vendors
- 25 minute fireworks show over Oak Hollow Lake

We invite you to be part of the tradition by becoming one of our community sponsors. Enclosed is detailed information about the levels of sponsorship, all available on a first come, first served basis. Please pledge to support this High Point tradition. If you have any questions about the sponsorship packages, please feel free to contact myself or Julie Luecht ([julie.luecht@highpointnc.gov](mailto:julie.luecht@highpointnc.gov), 336-883-3502). Thank you for your consideration and support of the High Point Parks and Recreation Department!

Sincerely,

Lee Tillery, Director  
High Point Parks & Recreation Department



## Package Options

Listed below are the Sponsorship Packages and descriptions of the options available.

Sponsorship Benefits	Roosevelt \$5,000	Lincoln \$3,000	Jefferson \$2,000	Washington \$1,000
<b>Exclusivity of Fireworks Sponsor</b>	★			
<b>Radio Media</b>	★	★		
<b>Exhibit Space</b>	10x20	10x20	10x10	
<b>Online Visibility</b>	★	★	★	
<b>Pre-Event Print Media</b>	★	★	★	
<b>Day of Banner Visibility</b>	Unlimited	Unlimited	4	2
<b>Day of Print Material</b>	Featured	Featured	Listed	Listed
<b>Parking Passes</b>	40	30	20	10
<b>Family Fun Zone Passes</b>	40	30	20	10

- **Exclusivity of Fireworks Sponsor:** As a Roosevelt level sponsor, your name listed exclusively in all media as presenting the fireworks.
- **Radio Media:** Depending on level, the Sponsor will be featured in all radio media. We are working with Entercom Communications to feature our major sponsors in promotional commercials in the weeks prior to the event.
- **Exhibit Space:** Sponsor may receive an exhibit area at the event to use in any promotion of the Sponsor's product. Based on sponsorship level, this space could be as large as ten by ten (10x10) or ten by twenty (10x20) and will be prominently placed at the event.
- **Online visibility:** Your name and logo will be featured on our Facebook page, Twitter, Instagram, Parks & Recreation website, Explore High Point, and all media releases.
- **Pre-Event Print Material:** Sponsors will be featured in 4 one-quarter-page ads and 1 full-page color ad in the *High Point Enterprise*. These ads will run beginning the first week of June and continue until the Fourth of July. Additionally, this includes



the *Leisure Guide*, a publication printed by the High Point Parks & Recreation Department and distributed to over 1,400 people and published on the department's webpage.

- **Event Day Banner Visibility:** Sponsor will have an opportunity to display banners at the event. There are several bannering possibilities, including but not limited to the park entrance, the park pedestrian entrance, and in the exhibit area. High Point Parks & Recreation will be glad to hang your banners at the event.
- **Day of Print Material:** Sponsors will be listed or featured on any print material that is used the day of the event. This may include but is not limited to, handouts, brochures, thank you signage and t-shirt.
- **Parking Passes:** Based on sponsorship level, the Sponsor will receive parking passes to be used at any parking location with availability during the event, valued at \$10 each.
- **Family Fun Zone Passes:** Based on sponsorship level, the Sponsor will receive passes to the Family Fun Zone. Family Fun Zone passes give each child unlimited play on inflatables and amusements in that area) valued at \$20 each.



## Sponsorship Agreement

Contact Name: \_\_\_\_\_

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

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Phone: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

Cell: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

Fax: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

E-Mail: \_\_\_\_\_

**Yes, we want to be an Uncle Sam Jam sponsor!**

Please check the category you would like to sponsor

**Roosevelt \$5,000**  **Lincoln \$3,000**  **Jefferson \$2,000**  **Washington \$1,000**

**We are unable to be a sponsor at the time but would like to contribute by:**

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**Sorry, but we are unable to commit at this time. Please keep me in mind for future sponsorship opportunities.**

Following submittal of this form, you will receive a sponsorship agreement, a receipt of the pledge amount you elect, a timeline of event leading up to the Uncle Sam Jam and additional information about the event.

Credit card payments can be made in our office. Checks, certified checks or money orders should be made payable to: **High Point Parks & Recreation** and mailed or delivered to:

High Point Parks & Recreation, Uncle Sam Jam  
136 Northpoint Avenue  
High Point, NC 27262