



City of New Berlin 4th of July 2026

~ Sponsorship/Donation Opportunities ~

Sponsorship and/or Donation to the 58th Annual City of New Berlin 4th of July Family Festival offers many advantages including elevating your business profile in the New Berlin Community and highlighting your business' civic pride. It also supports New Berlin Charities and Youth Organizations by offering them opportunities to raise funds, all while offering your business an additional tax-deduction.

Presenting Sponsor - sponsorship of \$35,000 for one year or \$60,000 for two years

- Allows for four (4 x 3) banners on festival grounds
- Business name listed on top Master Sponsor Board on Festival Grounds
- Business logo on NB 4th of July website & Facebook page and any other published media paid or earned
- Logo presented in Drone Show on July 5th
- All references to the Festival will be referred to as "The New Berlin July 4th Festival Presented by ... sponsor name"
- VIP seating for 30 for the Fireworks on the 4th and the Drone Show on the 5th
- Space on grounds to showcase your product and/or service (10 x 20 space with 110 power included - tent and other items provided by presenting sponsor)
- Spot in the parade for a truck or group to showcase your product or service

Fireworks - named sponsor \$20,000

- Minimum sponsorship of \$1,000 (multiple opportunities available)
- Business name listed on select printed materials
- Business logo on NB 4th of July website & Facebook page and any other published media paid or earned
- VIP seating for 20 for the Fireworks on July 4th
- Allows for two (4 x 3) banners on festival grounds

Drone Show - named sponsor \$20,000

- Minimum sponsorship of \$1,000 (multiple opportunities available)
- Business name listed on select printed materials
- Business logo on NB 4th of July website & Facebook page and any other published media paid or earned
- Allows for two (4 x 3) banners on festival grounds
- Logo presented in Drone Show on July 5th
- VIP seating for 20 for the Drone Show on July 5th

Parking - sponsorship of \$10,000

- Allows for four (4 x 3) banners on festival grounds
- Business name listed on Master Sponsor Board on Festival Grounds
- Business logo on NB 4th of July website & Facebook page and any other published media paid or earned
- Spot in the parade for a truck or group to showcase your product or service

Main Parade - sponsorship of \$5,000

- Allows for two (4 x 3) banners on festival grounds
- Business name listed on Master Sponsor Board on Festival Grounds
- Business logo on NB 4th of July website & Facebook page and any other published media paid or earned spot in the parade for a truck or group to showcase your product or service

Questions? Please reach out to Polly Oldenburg at poldenburg@newberlin.org or phone 262-754-1805

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~ Sponsorship/Donation Opportunities - continued ~

East Tent - sponsorship of \$3,000

- Allows for two (4 x 3) banners displayed at the East Tent
- Business name listed on Master Sponsor Board on Festival Grounds
- Business logo on NB 4th of July website & Facebook page

West Tent - sponsorship of \$3,000

- Allows for two (4 x 3) banners displayed at the West Tent
- Business name listed on Master Sponsor Board on Festival Grounds
- Business logo on NB 4th of July website & Facebook page

North Tent - sponsorship \$2,500

- Allows for two (4 x 3) banners displayed at the Activity Tent
- Business name listed on Master Sponsor Board on Festival Grounds
- Business logo on NB 4th of July website & Facebook page

Activity Tent - sponsorship \$2,500

- Allows for two (4 x 3) banners displayed at the North Tent
- Business name listed on Master Sponsor Board on Festival Grounds
- Business logo on NB 4th of July website & Facebook page

The following sponsorships include ...

- Business name listed on select printed materials
- Business logo displayed on NB 4th of July Website & Facebook page

Pie Contest - sponsorship \$1,500

Corn Hole Tournament - sponsorship \$1,500

Trivia Tournament - \$1,500 sponsorship

Mini-Parade - sponsorship \$1,500

Pickleball Tournament - \$1,500 sponsorship

Sand Volleyball Tournament - sponsorship \$1,500

Sheepshead Tournament - sponsorship \$1,500

Puzzle Race - sponsorship \$1,000

Questions? Please reach out to Polly Oldenburg at poldenburg@newberlin.org or phone 262-754-1805





City of New Berlin 4th of July 2026
~ Sponsorship / Donation Form ~
 New Berlin Fourth of July Family Festival Thursday, July 2nd thru Saturday, July 4th

Yes! We would like to sponsor the following ...

- Presenting Sponsor @ \$35K for one year OR \$60K for both 2026 and 2027
- Fireworks Named Sponsor @ \$20,000 OR minimum sponsor of \$1,000
- Drone Show Named Sponsor @ \$20,000 OR minimum sponsorship of \$1,000
- Parking Sponsor @ \$10,000
- Main Parade @ \$5,000
- East Charity Tent @ \$3,000
- West Charity Tent @ \$3,000
- North Tent @ \$2,500
- Activity Tent @ \$2,500
- Pie Contest @ \$1,500
- Corn Hole Tournament @ \$1,500
- Trivia Contest @ \$1,500
- Mini Parade @ \$1,500
- Pickleball Tournament @ \$1,500
- Sand Volleyball Tournament @ \$1,500
- Sheepshead Tournament @ \$1,500
- Puzzle Race @ \$1,000

My preference is to donate at the following level ...

- \$600 donation acknowledgement on Festival Ground Signage, Facebook & website
- \$400 donation allows acknowledgement on NB 4th of July Facebook page & website
- \$200 donation allows acknowledgement on 4th of July page of NB city website
- \$_____, all other donation amounts are much appreciated
- Please use the enclosed gift card as a prize for pie contest winners

We are happy to pick-up any physical donation such as a plant, bottle of wine etc.– just let us know!

*Please return completed form along with your donation **check payable to New Berlin Fourth of July Commission**, Attention Polly Oldenburg, City of New Berlin, 3805 S Casper Drive, New Berlin WI 53151*

Business/Organization Name _____

Contact Person _____

Email address _____

Phone number _____

Mailing address _____

City _____ State _____ Zip Code _____

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