

Sponsorship Opportunities



2021 Marina del Rey Fourth of July Fireworks



Event Information

This year's 10-minute fireworks display is shot from a barge in the Marina's main channel. The fireworks may be viewed from virtually anywhere in the Marina, but the best viewing locations are at Burton Chace Park and Fisherman's Village.

When: Sunday, July 4, 2021 at 9:00 p.m.

Who: An estimated 25,000 spectators in Marina del Rey, Venice, Playa del Rey, Playa Vista, Westchester, and from other areas throughout Los Angeles.

Sponsorships and donations will help directly fund the total cost of the show, which is \$115,000 for fireworks and other needed services, including traffic control provided by the City of Los Angeles Department of Transportation, LAPD and CHP.



SPONSORSHIP PACKAGES

Platinum Sponsor – \$30,000

- On-site promotional opportunity*
- Exclusive acknowledgement as “Platinum Sponsor” in prime position on Sponsorship Banner located at Fisherman’s Village, Burton Chace Park and the Marina del Rey Visitors Center
- Name or logo as “Platinum Sponsor” in prime position in The Argonaut newspaper, Department of Beaches and Harbors and Visit Marina del Rey websites as well as on websites of partner agencies
- Exclusive acknowledgement as “Platinum Sponsor” on social media pages (organic content and paid social advertising campaign)
- Exclusive acknowledgement as “Platinum Sponsor” before the accompanying music is played on the radio and loud speaker prior to 9:00 p.m. fireworks display
- VIP viewing from the Boathouse deck provided upon request for a limited number of guests
- Exclusive acknowledgement as “Platinum Sponsor” on dedicated e-mail blast on July 1st to 30,000 subscribers



**On-site setup costs not included*

SPONSORSHIP PACKAGES

Gold Sponsor – \$20,000

- Acknowledgement as “Gold Sponsor” on Sponsorship Banner located at Fisherman’s Village, Burton Chace Park and the Marina del Rey Visitors Center
- Name or logo as “Gold Sponsor” in prime position in The Argonaut newspaper advertising and on the Department of Beaches and Harbors and Visit Marina del Rey website, as well as on websites of partner agencies
 - Acknowledgement on social media pages (organic content and paid social advertising campaign)
- Exclusive acknowledgement as “Gold Sponsor” on dedicated e-mail blast on July 1st to 30,000 subscribers



SPONSORSHIP PACKAGES

Silver Sponsor – \$10,000

- Acknowledgement on social media pages (organic content and paid social advertising campaign)
- Name or logo in newspaper advertising and on the Department of Beaches and Harbors and Visit Marina del Rey website, as well as on websites of partner agencies
- Exclusive acknowledgement as “Silver Sponsor” on dedicated e-mail blast on July 1st to 30,000 subscribers

Bronze Sponsor – \$5,000

- Acknowledgement on social media sites
- Name or logo in The Argonaut newspaper advertising and on the Department of Beaches and Harbors and Visit Marina del Rey website, as well as on websites of partner agencies



CONTACT US

Customized sponsorship packages are available. Please direct sponsorship and donation inquiries to:

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