



This annual event is essential for our local economy and a wonderful opportunity for you to reach our spirited population with your partnership. Our small town comes together and showcases individual strengths and gifts around this event. We openly invite you to come experience our exceptional 39th Annual Small Town 4th of July Celebration with us!

Our mission is to create an environment which promotes business and education, develops leadership, and enhances the quality of life throughout the Wheeler area.

- Promoting business and education through partnership opportunities and community involvement.
- Developing leadership, by involving our chamber youth ambassadors, as we plug them in throughout the entire planning process, marketing efforts, event production, and clean up.
- Enhancing the quality of life through family-friendly activities and boosting the local economy.

By partnering with the Wheeler Chamber of Commerce in the 39th annual July 4th Celebration, your business has an opportunity to reach numerous other businesses and community leaders that have influence around the region and state. The event not only showcases our small town charm and patriotism, but it really does have something for everyone of all ages to enjoy.

Wheeler County July 4th Celebration attendees include families young and old. Many who graduated and moved off (even to other countries), come back and bring their kiddos to celebrate this event with family and friends of old. There is a strong representation of Wheeler County residents, and we entertain folks from Oklahoma and throughout the Tri-state area. The last several years we have averaged over 2,000 attendants and aim to bring in even more by adding the music festival. Average median salary for Wheeler is \$58,000 and they have cash ready to spend at this event. Our advertising budget has a reach of over 380,000 people\* and we are able to market on several media platforms in order to expand the reach of your company to a new group of people.

\*Ad budget breakdown - over 12,000 average Facebook/Instagram post reach with increased visibility to 42,000 from July 1 - July 6 with over 10,000 page visits and over 340,000 in radio exposure.

We have included a schedule of events in this document. Please consider following our group on Facebook, at “4th of July – Wheeler, Texas” as we promote and give updates on this page, as well as Instagram @wheelertx and TikTok @wheeler.texas.

Included in this packet is a listing of corporate sponsorship levels. We want you to get the most out of your sponsorship, so if you have any questions, concerns or would like for us to consider something not included here, please let us know. We are happy to help!

Thank you kindly for your time, consideration, and donation.

**Contact Us**

806.367.0084 (call/text) | chamber@wheelertexas.org

Mail Check to Wheeler Chamber  
PO Box 221, Wheeler, TX 79096

wheelerchamber | @wheelertx | @wheeler.texas | @wheelertx

SCAN QR CODE

wheelertexas.org/4th-of-July

## Come Experience Small Town...with Music & Fireworks

We understand that you are likely pulled in many directions for support and have seen other partnership opportunities - we aim for this to be a successful partnership for everyone involved and are open to creating a **customized package** that does such.

### Assets:

- Exclusive booth spaces
- 4x6 Banner at your location of choice \*2 weeks prior to event + at event
- Company name on signage throughout the event
- VIP tent
- Meet and greet
- MC opportunities
- Exclusive parking
- Social media advertisement
- Radio exposure
- Website backlinks to your company site
- Stage recognition
- Logo on table toppers throughout Wheeler County businesses
- Logo on posters in surrounding county businesses
- Competition judging opportunities
- Logo/Listing on event T-shirts & swag
- Wheeler Corporate Chamber Membership for 2024
- Continued recognition during Wild & Free on 83 events on July 6th at our Courthouse Square in downtown Wheeler (including Quilt Show, Car Show, and Handmade Market)

| Level                   | Investment | Event Social Posts | VIP Wristbands | Exclusive Parking | Booth |
|-------------------------|------------|--------------------|----------------|-------------------|-------|
| Finale Sponsor          | \$15,000   | 5                  | 15             | 4                 | 1     |
| Keeping it Cool Sponsor | \$10,000   | 3                  | 10             | 3                 | 1     |
| Rock Star Sponsor       | \$5,000    | 2                  | 5              | 2                 | X     |
| Pre-Show Sponsor        | \$2,500    | 1                  | 2              | 1                 | X     |

VIP wristbands give access to a tent with refreshments, meet and greet, and access to all celebration events.

We believe that you know your business better than we do and are happy to customize a package that fits your unique advertising needs. All suggestions will be considered, as we want to serve you and your business in the best way possible through this exposure.

\*Banner location for Pre-show and Rock Star sponsorships in Wheeler County only, but Keeping it Cool and Finale sponsorship banner locations are up for discussion.

# THURSDAY, JULY 4<sup>th</sup> SCHEDULE OF EVENTS

## AT TOM BRITT MEMORIAL PARK (TBMP)

TUNE in to Legends 98.9 FM or Facebook LIVE

**5:00 PM (Wednesday, July 3rd)** - BBQ Cookoff - Cooks Meeting

**7:15 AM** - 1st Lt. Ben Britt Memorial Fun Run starting at TBMP

**8:15 AM** - Parade (Parkview Hospital to TBMP)

**9:30 AM** - Vendors (Food, Fundraisers, Shopping)

**10:00 AM** - Opening Ceremonies / Friends of Veterans Quilt Presentation / Chamber "Of the Year" Awards

**11:30 AM** - Activities (Turtle Race, Punt/Pass/Kick, Water/Yard Games, Kid's Korner, Bounce Houses)

**11:30 AM** - Tournaments (Horseshoes, Mud Volleyball, Goat Roping)

**Noon Til Fireworks** - Live Entertainment (see below)

**6:30 PM** - Janette Umsted Memorial Scholarship Cornhole Tournament

**9:45 PM** - Fireworks presented by the Wheeler Volunteer Fire Department

Jake & The Fat Men ♦ JW Lane and County Road X  
Mitchell Ford ♦ Tyler Wilhelm  
Seth Ward & The Silence  
Gary P Nunn

\* Schedule subject to change without notice