



SPONSORSHIP OPPORTUNITIES

JULY 4, 2026 ★ 6 - 9:30 P.M.
WATERFRONT PARK

Celebrate America's 250th birthday at one of San Diego's most iconic Independence Day destinations. Each year, tens of thousands of residents and visitors, representing the rich diversity of our region, gather along San Diego Bay for the Big Bay Boom, and Waterfront Park remains one of the most sought-after viewing areas.

Join us as we celebrate our nation's milestone anniversary with a commitment to the "Promise of the United States" and our shared values of equity, access, and belonging. We welcome community members of all backgrounds and abilities to celebrate together, fostering connection and a San Diego that reflects and uplifts our diverse community.



At this year's celebration visitors can enjoy:

- Entertainment and music
- Family-friendly activities, games, and crafts
- Food trucks and concessions
- Premiere location for viewing fireworks!

Why sponsor this event? A benefit to your business.

Sponsoring the USA 250th Anniversary Celebration positions your company at the heart of an inclusive event that celebrates the rich cultures and diverse communities that make San Diego County vibrant.

As a sponsor, your company will:

- Gain top-tier visibility with premium logo placement and recognition
- Align your brand with shared community values of equity and belonging
- Stand out with exclusivity through high-impact branding opportunities
- Engage directly with attendees via on-site activation space and live event recognition
- Strengthen your brand presence through digital exposure, social media promotion, and website recognition with direct links



The County of San Diego ("County")'s Semi Quincentennial Event ("Event") has as its focus the County's message that diverse communities, identities, and voices are crucial to the fabric of United States society—since the nation's founding and into its future. As such, as a precondition to providing sponsorship, partnership, or donations for the County's Event, the County requires that donating organizations certify their alignment with the County's Strategic Plan and Values of inclusion, equal opportunity, and support for immigrant communities, LGBTQ+ communities, Tribal Nations and Indigenous groups, and other historically underserved communities. Additionally, all donating organizations must agree to comply with all applicable federal, state, and local laws, regulations, and policies in relation to their sponsorship/partnership/donation.



WATERFRONT PARK
1600 PACIFIC HIGHWAY, SAN DIEGO, CA 92101
(619) 232-7275 • SDPARKS.ORG





SPONSORSHIP LEVELS

Packages start at just \$500. APPLICATIONS DUE: MAY 15, 2026
 Packages are customizable to meet the needs of organizations of all sizes.

SPONSOR BENEFITS	PRESENTING SPONSOR \$10,000	STAR SPONSOR \$5,000	STRIPE SPONSOR \$2,500	RED SPONSOR \$1,000	BLUE SPONSOR \$500
Top Billing On All Materials And Brand Exclusivity	★				
Press Release	★	★			
News/Blog Article Mention	★	★			
Logo/Link On Event Page	★	★	★		
Logo/Link On Social Media	★	★	★		
Stage Signage	★	★	★	★	
Sponsor Announcements From Stage	★	★	★	★	★
Exhibit Space (Limited Availability)	★	★	★	★	★
CUSTOM SPONSOR BENEFITS					
Stage Sponsor (Stage, A/V, lighting, electricity, staffing)	Custom sponsorship amount or in-kind donation				
Entertainment (Bands, DJ, performances)	Custom sponsorship amount or in-kind donation				
Custom Activity (Rock wall, inflatables, crafts)	Custom sponsorship amount or in-kind donation				

Custom and in-kind donation benefits packages available. Through the support of local businesses like yours, we can continue offering free, high quality community events that bring families and friends together across the region.

★ TO SPONSOR, SCAN THE QR CODE BELOW. FOR MORE INFORMATION, EMAIL WATERFRONTPARK@SDCOUNTY.CA.GOV ★

Sponsorships will be processed through the San Diego County Parks Society which provides tax-deductible giving as allowed by law (CA 501(c)(3): EIN 95-3655610).



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