

MEMORIAL DAY



The Woodlands, Texas

MEMORIAL DAY IN THE WOODLANDS 2025 SPONSORSHIP PACKAGE

Sunday, May 25, 2025 • 5 to 9 p.m.
Town Green Park • The Woodlands

Featuring live music, strolling entertainers and more, the annual Memorial Day in The Woodlands pays tribute to all military service men and women who lost their lives while serving the United States through a community-wide celebration. The event concludes with a fireworks display choreographed to a patriotic soundtrack. Approximately 5,000 residents and visitors are anticipated to attend.

EVENT SPONSOR – \$750

- One (1) company-provided 3' x 6' banner can be displayed at the venue
- Ability to promote company products/services or lines of business during the event
- PSA recognition at event as sponsor
- Free use of one (1) canopy (10' x 10') provided by The Woodlands Township



SUPPORTING SPONSOR - \$1,500

- Ability to promote company products/services or lines of business during the event
- PSA recognition at event as sponsor
- Free use of one (1) canopy (10' x 10') provided by The Woodlands Township
- Company recognition in all ads and press releases for the event
- Company name/logo on event schedules
- Company name/logo placed on Memorial Day in The Woodlands webpage
- Two (2) company-provided 3' x 6' banners can be displayed at the venue
- Two (2) passes to access Sponsor Area at event
- One (1) parking pass



STAGE SPONSOR* – \$3,000

- Ability to promote company products/services or lines of business during the event
- PSA recognition at event as sponsor
- Free use of one (1) canopy (10' x 10') provided by The Woodlands Township
- Company recognition in all ads and press releases for the event
- Company name/logo on event schedules
- Company name/logo placed on Memorial Day in The Woodlands webpage
- Naming rights of the stage during the event
- Company logo placed on event banner suspended from stage during event
- Three (3) company-provided 3' x 6' banners can be displayed at the venue
- Three (3) passes to access Sponsor Area at event
- Three (3) parking passes





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FIREWORKS SPONSOR* – \$8,000

- Ability to promote company products/services or lines of business during the event
- PSA recognition at event as sponsor
- Free use of two (2) canopies (10' x 20') provided by The Woodlands Township
- Company recognition in all ads and press releases for the event
- Company name/logo on event schedules
- Company name/logo placed on Memorial Day in The Woodlands webpage
- Press release issued following signed agreement
- Four (4) company-provided 3' x 6' banners can be displayed at the venue
- Six (6) passes to access Sponsor Area at event
- Six (6) parking passes

PRESENTING SPONSOR* – \$10,000

- Ability to promote company products/services or lines of business during the event
- PSA recognition at event as sponsor
- Free use of three (3) canopies (10' x 30') provided by The Woodlands Township
- Company recognition in all ads and press releases for the event
- Company name/logo on event schedules
- Company name/logo placed on Memorial Day in The Woodlands webpage
- Press release issued following signed agreement
- Six (6) company-provided 3' x 6' banners can be displayed at the venue
- Eight (8) passes to access Sponsor Area at event
- Eight (8) parking passes

IN-KIND SPONSOR

Sponsors may offer to provide services and/or items. Specifics shall be discussed with the Sponsorship Team.

***NOTE:** One company product or service per category.

ADVERTISING EFFORTS

Press releases sent to various media outlets, articles in *The Woodlands Community Magazine* published by The Woodlands Township and advertisements in local community newspapers. Additional publicity on The Woodlands Township website and social media outlets including, but not limited to, event calendars, Facebook, Instagram and Twitter.





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SPONSOR

Name _____ Title _____

Company _____ Phone _____

E-mail address _____

Address _____

City _____ State _____ Zip _____

Sponsor's Signature _____ Date _____

LEVEL OF SPONSORSHIP (Please check appropriate line.)

*One (1) company, product or service per category.

Presenting*: \$10,000 Fireworks*: \$8,000
 Stage*: \$3,000 Supporting: \$1,500
 Event: \$750 In-Kind Sponsor

Other items mutually agreed upon: _____

CONSIDERATION

In consideration of Sponsor's agreement to [pay a fee of (\$_____)] cash to the Township ("Sponsorship Fee")/provide the services and/or products described below ("Sponsorship Donation")], the Township grants Sponsor a non-exclusive right and license to engage in certain advertising and promotional activities in connection with the Event. Sponsor agrees to [pay the Sponsorship Fee to the Township within thirty (30) days from invoice date/promptly provide the Sponsorship Donation]. Any amounts due from Sponsor but unpaid, if any, will accrue interest at the maximum rate of interest allowed by law. Should it be necessary for the Township to refer any unpaid fees to an attorney for collection, Sponsor hereby agrees to pay all costs of collection, including reasonable attorneys' fees, whether or not suit is brought. The [Sponsorship Fee/Sponsorship Donation] is in the nature of a donation and is earned in full as of the date of Sponsor's execution, and shall not be refunded or returned by the Township on account of cancellation of the Event for any reason whatsoever, including without limitation, force majeure.

TERMINATION

This sponsorship may be terminated by: (a) automatic termination in the event that the [Sponsorship Fee/Sponsorship Donation] is not received on time according to this agreement, or in the event the Township fails to obtain necessary permitting or authorization for the Event; or (b) optional termination at the sole discretion of the Township. In the event of termination, the parties shall have no further obligations under this agreement.

GENERAL SPONSORSHIP AMENITIES

Sponsor shall have the right to display Sponsor's name and/or logo(s) on banners or other signage provided by Sponsor, subject to the sole determination of the Township that the content, size, and format of such signage is



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appropriate, at designated locations on the grounds of the Event, such locations to include the Sponsor's booth, if any, and at other locations designated by the Township.

The Township shall include Sponsor's name as a designated sponsor of the Event in various advertising and promotional information for the Event, which may include print, radio, electronic, and television advertising, with placements consistent with other sponsors of like level of sponsorship. Subject to the provisions of this Agreement, Sponsor grants to the Township the non-exclusive right and license to use Sponsor's name and logo in association with the Event and in connection with the Township's advertising or promotion of the Event.

ADDITIONAL SPONSORSHIP AMENITIES

By separate written agreement, the Township may provide certain sponsors contributing at higher levels with additional rights or privileges in connection with the Event. Sponsor acknowledges that it is not entitled to any additional rights or privileges not otherwise specifically provided for pursuant to this Agreement, absent such separate written agreement or written addendum to this Agreement.

LEGAL COMPLIANCE

All of Sponsor's rights are subject to any federal, state, and local laws and ordinances applicable to and during the Event. Sponsor agrees to comply with all such laws and ordinances, as well as any rules or regulations required by the Township or previously provided to Sponsor.

INDEMNITY

SPONSOR AGREES TO DEFEND, INDEMNIFY, AND HOLD HARMLESS THE WOODLANDS TOWNSHIP AND ITS AFFILIATES, OFFICERS, DIRECTORS, EMPLOYEES, AGENTS, ATTORNEYS, SUCCESSORS, AND ASSIGNS FROM AND AGAINST ANY AND ALL SUITS, ACTIONS, CLAIMS, LOSSES, DEMANDS, DAMAGES, LIABILITIES, COSTS, AND REASONABLE EXPENSES, INCLUDING REASONABLE ATTORNEYS' FEES, THAT RELATE TO OR RESULT FROM SPONSOR'S PARTICIPATION IN THE EVENT, INCLUDING, BUT NOT LIMITED TO, BODILY INJURY OR PROPERTY DAMAGE, WHICH ARE DUE TO SPONSOR'S (OR ANY OF SPONSOR'S REPRESENTATIVES AT THE EVENT) NEGLIGENCE OR WILLFUL MISCONDUCT.

SPONSOR HEREBY AGREES TO AND UNDERSTANDS THE CONTAGIOUS NATURE OF COVID-19 AND VOLUNTARILY ASSUMES THE RISK(S) OF PARTICIPATION IN THE PROGRAMS, SERVICES, EVENTS OR FACILITIES OPERATED BY THE WOODLANDS TOWNSHIP WHICH INCLUDE THE RISK OF BECOMING EXPOSED TO OR INFECTED BY COVID-19.

THE WOODLANDS TOWNSHIP

Accepted by: _____ Date: _____

Printed name and title: _____

Please return this document to:

The Woodlands Township Parks and Recreation Department
2801 Technology Forest Boulevard; The Woodlands, Texas 77381
Phone: 281.210.3800 | Email: specialevents@thewoodlandstowndship-tx.gov