



## RED, HOT & BLUE FESTIVAL & FIREWORKS EXTRAVAGANZA 2026 SPONSORSHIP PACKAGE

Saturday, July 4, 2026 • 6 to 10 p.m.

Town Green Park, Waterway Square, Northshore Park, Hughes Landing and Rob Fleming Park

The 29th Annual **Red, Hot & Blue Festival & Fireworks Extravaganza** is one of the region's largest Independence Day celebrations, attracting thousands of attendees, along with tens of thousands of fireworks viewers from The Woodlands and its surrounding areas. Featuring vendor booths, food, and entertainment on multiple stages, there is fun for all ages. The event culminates with an 18-minute dazzling Fireworks Extravaganza at approximately 9:30 p.m.



### PUBLICITY

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

### EVENT SPONSOR – \$2,500 PER LOCATION (4 FESTIVAL LOCATIONS AVAILABLE)

- **Venue Locations:** Town Green Park (8 spots available), Waterway Square (5 spots available), Northshore Park (5 spots available) and Hughes Landing (1 spot available)
- Ability to promote company's products/services or lines of business during event
- PSA sponsor recognition at event
- Company name/logo in all ads, press releases, event agendas and event webpage
- One (1) Township provided tent (10' x 10')
- One (1) company-provided 3' x 6' banner can be displayed at event (located selected)
- Two (2) Sponsor Area access passes at event (Northshore Park)
- 25 beverage tickets

### ACTIVITY/STAGE SPONSOR – \$5,000 (8 SPOTS AVAILABLE)

- Designation as "**Official Sponsor**" of one (1) of the following in advertising efforts:
  - **Town Green Park Independence Stage**
  - **Northshore Park Stage**
  - **Waterway Square Stage**
  - **Hughes Landing Stage**
  - **First Aid at selected venue (Town Green Park, Northshore Park, Waterway Square or Hughes Landing)**
- Ability to promote company's products/services or lines of business during event
- PSA sponsor recognition at event
- Company name/logo in all ads, press releases, event agendas and event webpage
- One (1) Township provided tent (10' x 10')
- Company logo placed on event banner(s)
- Two (2) company-provided 3' x 6' banners can be displayed at event (location selected)
- Four (4) Sponsor Area access passes at event (Northshore Park)
- 50 beverage tickets



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### FREEDOM STAGE (MAIN STAGE) SPONSOR AT TOWN GREEN PARK – \$7,500 (1 SPOT AVAILABLE)

- Designation as **“Official Freedom Stage Sponsor”**
- Ability to promote company's products/services or lines of business during event
- PSA sponsor recognition at event
- Company name/logo in all ads, press releases, event agendas and event webpage
- One (1) Township provided tent (10' x 10')
- Company logo placed on event banner(s)
- Three (3) company-provided 3' x 6' banners can be displayed at Town Green Park
- Six (6) Sponsor Area access passes at event (Northshore Park)
- 75 beverage tickets

### SPONSOR EVENT SPONSOR – \$10,000 (1 SPOT AVAILABLE)

- Designation as **“Official Sponsor Area Sponsor”**
- Ability to promote company's products/services or lines of business during event
- PSA sponsor recognition at event
- Company name/logo in all ads, press releases, event agendas and event webpage
- One (1) Township provided tent (10' x 10')
- Company logo placed on event banner(s)
- Four (4) company-provided 3' x 6' banners can be displayed at Northshore Park
- 20 Sponsor Area access passes at event (Northshore Park)
- 100 beverage tickets

### PRESENTING FESTIVAL OR FIREWORKS SPONSOR\* – \$25,000 (2 SPOTS AVAILABLE)

- Designation as **“Presenting or Fireworks Sponsor”**
- Ability to promote company's products/services or lines of business during event at all festival locations (Town Green Park, Northshore Park, Waterway Square, Hughes Landing and Rob Fleming Park)
- PSA sponsor recognition at event
- Company name/logo in all ads, press releases, event agendas and event webpage
- Two (2) Township provided tents (10' x 20') at each festival location
- Company logo placed on event banner(s)
- 30 company-provided 3' x 6' banners can be displayed at the event (six (6) banners per location)
- 15 Sponsor Area access passes at event (Northshore Park)
- 200 beverage tickets
- Company logo printed on event t-shirt
- 10 event t-shirts



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### ADVERTISING DEADLINES

**May 4, 2026** – Deadline for inclusion in printed materials distributed prior to event

*If Sponsor commits to sponsorship after the above listed deadlines, Sponsor will be included in the remainder of all advertising efforts (specifics to be discussed between sponsoring company and the Township).*





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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 Festival Sponsor\*: \$25,000

\_\_\_\_\_ Presenting Fireworks Extravaganza Sponsor\*: \$25,000

\_\_\_\_\_ Sponsor Event Sponsor\*: \$10,000

\_\_\_\_\_ Freedom Stage Sponsor\*: \$7,500

\_\_\_\_\_ Activity/Stage Sponsor\*: \$5,000 (Specify Activity/Stage): \_\_\_\_\_)

\_\_\_\_\_ Event Sponsor: \$2,500 (Specify Location): \_\_\_\_\_)

## 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.



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### 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 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.**



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**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@thewoodlandstowship-tx.gov](mailto:specialevents@thewoodlandstowship-tx.gov)