

RED WHITE & BOOM 250

Sponsorship Information Packet

2026 Celebration of the 250th Anniversary of America on Independence Day

About us

At Red, White and BOOM! of Bloomington, Indiana, our mission is to foster unity, pride, and community spirit through a free and inclusive Independence Day celebration. We believe that shared experiences are vital to building stronger, more connected communities.

By creating a welcoming, family-friendly environment for individuals from all walks of life, regardless of race, color, creed, gender, sexual orientation, age, disability, political affiliation or national origin, we strive to establish a lasting tradition that honors our nation's independence while promoting civic pride, local engagement, and positive social connection. Our event reflects the best of American values: freedom, togetherness and celebration.

Red, White and Boom! of Bloomington, Indiana began in 2020 as a grassroots response to the cancellation of Bloomington's traditional fireworks during the COVID-19 lockdowns. With no local or state funding, our organization grew from community initiative and today, it thrives as a symbol of independence in every sense.

We remain proudly independent of government funding, which ensures we can continue bringing joy to our city without placing financial strain on local taxpayers or being vulnerable to budget cuts.

Event Overview

Location: Campus of Grace Church, Bloomington, Indiana

Expected Attendance: 2000+ attendees and growing yearly!

Audience: Open and welcoming to everyone equally without regard of race, color, creed, gender, sexual orientation, age, disability, political affiliation, or national origin.

Featured Activities

- Fireworks Show
- Music
- Lawn Games for the whole family
- Tournaments with prizes
- Chances to win gift cards through the evening
- Contests
- Family playground access
- Local food trucks

Marketing and Media Exposure

- Flyers and Posters: Distributed widely across the Bloomington area
- Banners: High-Visibility placement throughout the venue
- Radio ads: Running two weeks ahead of the event
- Social Media: Multiple promotional posts tagging and including sponsored businesses
- Press: Sponsors at highest levels included in naming rights and potential for event coverage on Spirit95's (95.1 & 94.1) broadcast during the event
- Opportunities for pre-recorded interviews to include promotional messaging to be played during the coverage of the event on Spirit95

Important Information

- 501(c)(3) Nonprofit Status: Tax-deductible donations available
- Sponsorship deadline: June 1, 2026
- Website: RWBBloomington.com

Why Sponsor Red, White and Boom! 250?

- Independent from government funding
- Long-lasting visibility across print, digital and in-person platforms
- Meaningful investment in an inclusive, family-centered community tradition
- Flexible engagement & real-time exposure to thousands of locals

All Sponsors Receive

- Optional inclusion in press coverage (depending on sponsorship tier)
- Digital recognition across social media
- Inclusion in printed marketing
- Exposure starting in May through July

Sponsorship Tiers & Benefits

\$100	White Tier	<ul style="list-style-type: none">• Business announced during event	<ul style="list-style-type: none">• Business listed on community flyers
\$250	Red Tier	<ul style="list-style-type: none">• All WHITE Tier benefits• VIP Parking & Seating	<ul style="list-style-type: none">• Business listed on community posters
\$500	Blue Tier	<ul style="list-style-type: none">• All RED Tier benefits• Multiple business name announcements during the event	<ul style="list-style-type: none">• Logo on 6x4 Banner• Mention on 50% of advertising on Spirit95 radio
\$1000	Stripe Tier	<ul style="list-style-type: none">• All BLUE Tier benefits• Logo on Large 8x10 Banner	<ul style="list-style-type: none">• Mention on ALL Advertising on Sprit95 radio
\$2500	Star Tier	<ul style="list-style-type: none">• "Presenting" Event Naming Rights• 4 Dedicated Ads on Spirit95 leading up to the event• Limited level to two sponsors	<ul style="list-style-type: none">• Dedicated exclusive pre-recorded interview to include promotional messaging about your business during the broadcast of the event
\$5000	Gold Tier	<ul style="list-style-type: none">• Lead Sponsor to include event naming rights• Stage naming rights• Giant Banner behind stage	<ul style="list-style-type: none">• Logo on official Red White and BOOM! 250 T-shirt• Exclusive level to one sponsor only

RED & WHITE BOOM 250

Business Name

Today's Date

Business Address

Representative's Name & Title

Representative's Cell

Representative's Email

SPONSORSHIP LEVEL (please check one):

White - \$100

Red - \$250

Blue - \$500

Stripe - \$1000

Star - \$2500

Gold - \$5000

All donations are tax deductible. Checks must be written to "RWB Bloomington".

Deadline for artwork and donations is June 1, 2026 at 5pm EST.

All artwork should be emailed to todd.j.foster67@gmail.com.

Red, White and BOOM! Of Bloomington, Indiana is committed to maintaining an inclusive and non-discriminatory environment. We do NOT tolerate discrimination of any kind, and we will NOT accept any advertisement that is intended to discriminate or has the effect of discriminating based on race, color, creed, gender, sexual orientation, age, disability, political affiliation, or national origin. Any provision in any agreement that directly or indirectly promotes or permits such discrimination is hereby deemed null and void and shall have no legal effect.