

City of Riviera Beach

JULY 4TH CELEBRATION & CONCERT



JULY 4TH | AT 5 PM
RIVIERA BEACH MARINA
190 EAST 13TH STREET, RIVIERA BEACH, FL



JULY 4TH CELEBRATION & CONCERT

Bring your family and friends for an unforgettable Independence Day. The City of Riviera Beach invites you to our annual July 4th Celebration and Concert. This massive, community-focused gathering brings neighbors and visitors together to celebrate with great music, fantastic food, and a shared sense of local pride. Designed to appeal to all ages, this free event provides a safe, exciting, and highly entertaining atmosphere for the entire community.

Key Details

- Date: July 4, 2026
- Location: Riviera Beach Marina
- Cost: 100% Free

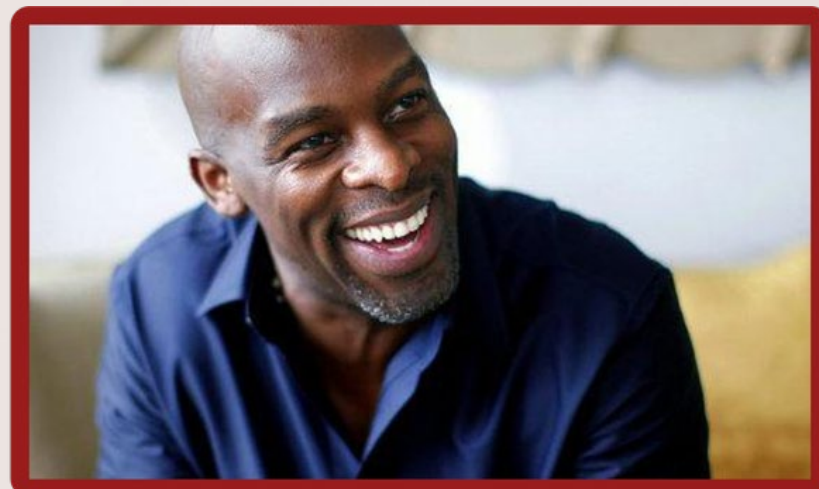


JULY 4TH CELEBRATION & CONCERT

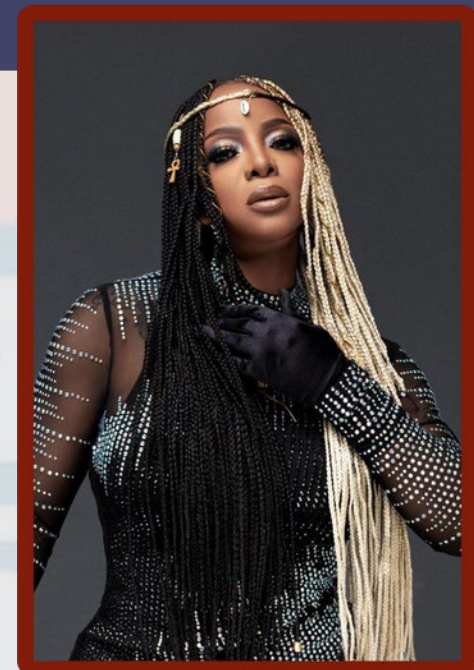


Event Highlights

- Star- Studded Live Concert: Enjoy incredible live R&B and soul music. We are thrilled to feature performances from national recording artists Joe and Leela James, alongside the local, high - energy entertainment of the Derek Mack Band.
- Delicious Food Vendors: Taste the diverse flavors of our city. A wide variety of local food vendors will be on - site, offering meals, snacks, and treats to satisfy every craving.
- Spectacular Fireworks Finale: We will cap off the celebration with a massive, breathtaking fireworks display over the water, lighting up the Riviera Beach sky.



Joe



Leela James



Derek Mac Band





JOIN THE CELEBRATION



Mark your calendar and bring your loved ones to the Riviera Beach Marina for a memorable evening of community and celebration .

Interested in partnering with us? Reach out to our event coordination team today to learn how your brand can become a featured sponsor for this highly anticipated community event.





AUDIENCE DEMOGRAPHICS



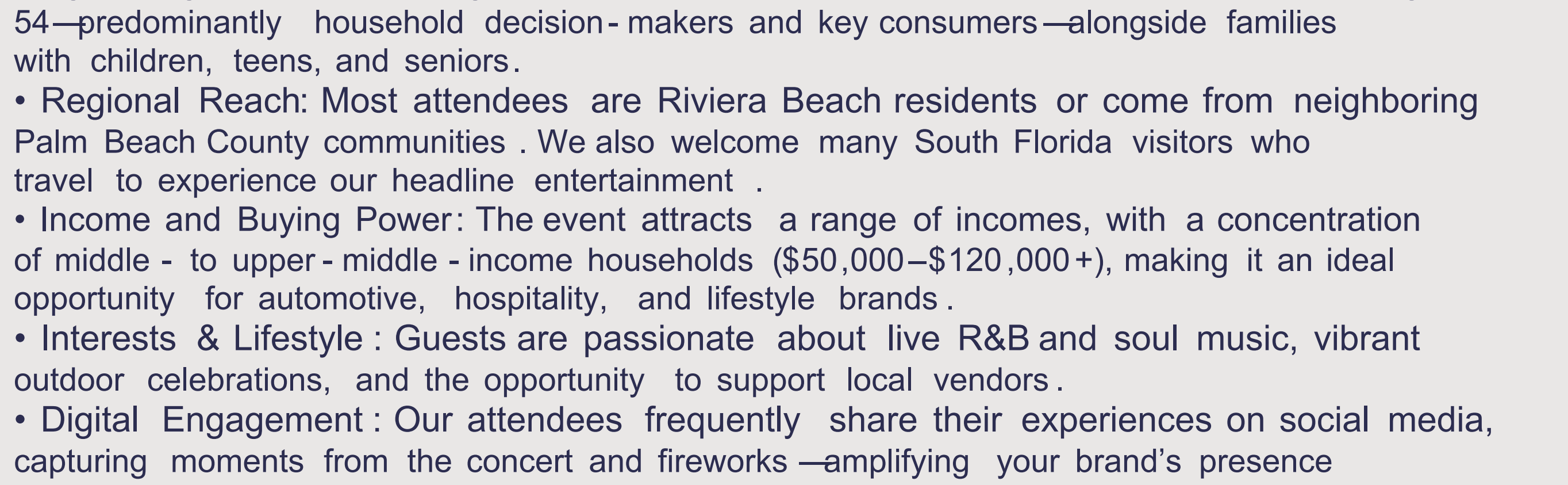
Our July 4th Celebration and Concert draws an energetic, highly engaged crowd to the Riviera Beach Marina —making it the ideal setting for your brand to connect with the community. Free entry, national recording artists, diverse food vendors, and a dazzling fireworks finale ensure our event appeals to a wide array of attendees from across the region.





WHO WILL BE THERE?

We unite people from every background under the spirit of celebration. Here's a closer look at the audience your sponsorship will reach:

- **Expected Attendance** : Over 3,000 community members and visitors are anticipated to participate throughout the day and evening.
 - **Age Range**: A true multi - generational affair, our core audience includes adults aged 25 to 54—predominantly household decision- makers and key consumers—alongside families with children, teens, and seniors.
 - **Regional Reach**: Most attendees are Riviera Beach residents or come from neighboring Palm Beach County communities . We also welcome many South Florida visitors who travel to experience our headline entertainment .
 - **Income and Buying Power**: The event attracts a range of incomes, with a concentration of middle - to upper - middle - income households (\$50,000–\$120,000+), making it an ideal opportunity for automotive, hospitality, and lifestyle brands .
 - **Interests & Lifestyle** : Guests are passionate about live R&B and soul music, vibrant outdoor celebrations, and the opportunity to support local vendors .
 - **Digital Engagement** : Our attendees frequently share their experiences on social media, capturing moments from the concert and fireworks —amplifying your brand's presence online and beyond .
 - **Community Values** : Attendees value togetherness, family - friendly entertainment, and the chance to unite for a safe, memorable Independence Day.
 - **Household & Careers**: The crowd includes married couples with children, along with single professionals from diverse backgrounds throughout South Florida .
- 

WHY THIS AUDIENCE MATTERS TO YOU



By sponsoring this event, you gain exposure to thousands of potential customers in a single day. Local families will interact with your on-site activations, regional visitors will learn about your accommodations, and music fans will engage with your messaging. This is your opportunity to strengthen community ties, build brand recognition, and form lasting connections with Riviera Beach's vibrant, enthusiastic audience.

GENERAL SPONSORSHIP TIERS



Our sponsorship tiers give you the flexibility to maximize your brand's impact, connect with a vibrant community, and visibly support the City of Riviera Beach's signature July 4th event. Each level provides strategic benefits and the chance to put your business at the heart of the celebration.

PLATINUM TIER: THE ULTIMATE BRAND SHOWCASE

Investment: \$15,000

Value Proposition: Enjoy the highest level of visibility as a premier event partner. The Platinum tier ensures your brand is in the spotlight all evening, with prime features and exclusive access to attendees.

Key Benefits:

- Premium Logo Placement: Prominent display of your logo on the main stage backdrop, VIP area banners, and all event marketing materials.
- Large- Scale Activation: Host a 20x20 promotional booth in the highest traffic area by the concert stage for memorable face - to - face engagement.
- Ultimate VIP Access: 15 VIP passes, including premium concert seating, complimentary food and drinks, and special backstage access.
- Dedicated Digital Promotion: Three exclusive posts on City of Riviera Beach social media and a featured spotlight in the pre - event email campaign.
- On- Stage Recognition: Four live acknowledgements of your brand from the event MC throughout the evening.



GOLD TIER: PREMIUM ENGAGEMENT



Investment: \$10,000

Value Proposition: Enhance your brand presence and create lasting impressions by connecting directly with families and visitors from the Riviera Beach region.

Key Benefits:

- Prime Logo Placement: Visibility on secondary event banners, digital screens, and the official event website.
- On-Site Activation: Host a 10x10 promotional booth near the bustling food vendor area to connect with attendees.
- VIP Experience: 10 VIP passes for premium concert seating plus complimentary food and drink tickets.
- Shared Digital Promotion: Your logo featured in two shared sponsor posts on our social channels and in event email blasts.
- Live Recognition: Two on-stage mentions from the event MC.



SILVER TIER: COMMUNITY CONNECTION



Investment: \$5,000

Value Proposition:

Demonstrate your commitment to Riviera Beach while gaining widespread recognition—both online and onsite.

Key Benefits:

- Shared Branding: Your logo featured on the primary sponsor recognition board and on the event website.
- Shared Event Table: Opportunity to provide promotional materials at the central sponsor table near the marina entrance.
- VIP Access: Five VIP passes with premium seating for the concert.
- Digital Exposure: Your brand highlighted in one shared social media post.



BRONZE TIER: LOCAL SUPPORTER

Investment: \$2,500

Value Proposition: A budget-friendly way for local businesses to show community pride while gaining public recognition.



Key Benefits:

- Brand Acknowledgement: Your company name listed on the main sponsor recognition board and the event website.
- VIP Access: Two VIP passes for premier concert viewing.
- Digital Recognition: Inclusion of your business name in the official post - event wrap - up email to all attendees.



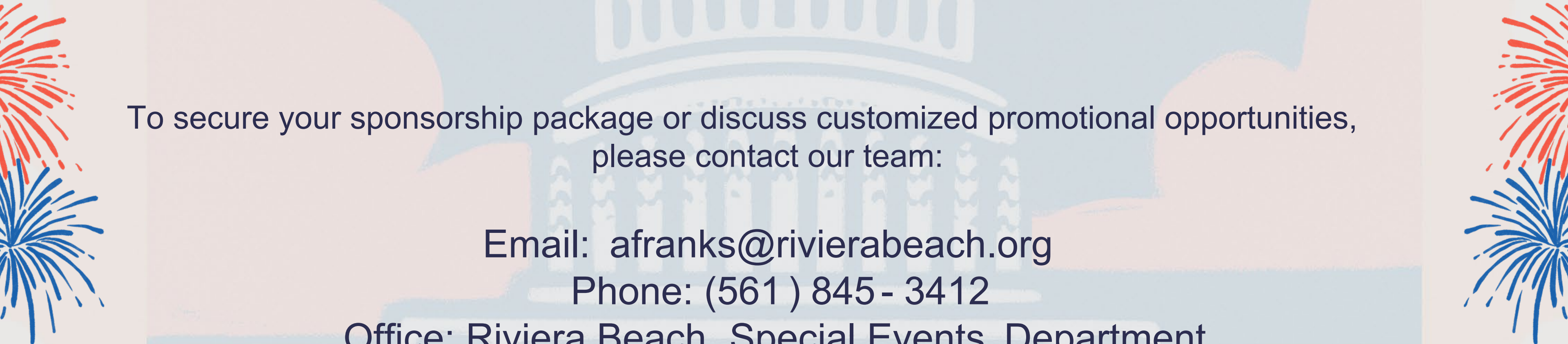
SECURE YOUR SPONSORSHIP TODAY

Align your brand with Riviera Beach's most anticipated summer celebration! Partnering with us offers direct access to thousands of local families, regional visitors, and dedicated music fans. Reserve your sponsorship today to maximize your visibility, generate valuable leads, and demonstrate your commitment to our vibrant community.

Opportunities in our exclusive sponsorship tiers are limited —act quickly to ensure your brand takes center stage at this high - profile event.



BECOME A PARTNER TODAY



To secure your sponsorship package or discuss customized promotional opportunities,
please contact our team:

Email: afranks@rivierabeach.org

Phone: (561) 845 - 3412

Office: Riviera Beach Special Events Department