

CELEBRATE AMERICA.
CELEBRATE ROSWELL.

AMERICA

1776

2026

250

ROSWELL

Sponsor Packet

A COMMUNITY CELEBRATION WITH A BIG GOAL

America 250 Roswell is an ambitious, community-wide effort to celebrate a remarkable moment in our nation's story and an extraordinary year for our community. Our fundraising goal is \$250,000 to bring this historic milestone to life in a way that reflects the pride, creativity, and unity of Roswell.

One of the signature moments of the celebration will be a large-scale fireworks display, with projected costs of approximately \$150,000 for fireworks alone. Additional funding will support months of programming, infrastructure, materials, and experiences that allow residents and visitors to truly feel the significance of America's 250th birthday.

In 2026, the United States will mark 250 years since the signing of the Declaration of Independence. Roswell has a unique opportunity to honor that milestone in a way that reflects who we are: proud of our history, grateful to our veterans, civic leaders, committed to our families and youth.

America 250 Roswell will be a months-long, community celebration, beginning at Presidents Day in February, culminating on July 4 with the UFO Festival, bringing together patriotic pride and one of Roswell's most iconic events, and continuing throughout the year. Adding to the significance of the year, 2026 also marks the Centennial of Dr. Robert H. Goddard, we will be working alongside that committee to celebrate Roswell's role in the story of innovation, science, and the future.

With so much to honor — our nation, our history, our ingenuity, and our community — 2026 offers an incredible opportunity to come together in a truly meaningful way.

This sponsorship program invites businesses, organizations, families, civic groups, and individuals to be part of something special. Every level matters. Every partner helps tell the story.

***Celebrate America.
Celebrate Roswell.***

**Questions? Contact
Juliana Halvorson at 575-246-1966**



WELCOME

WHY SPONSOR ROSWELL 250?

America 250 Roswell is far more than a single weekend celebration. It is a year-long, community-wide effort built in partnership with schools, veterans organizations, service clubs, churches, nonprofits, local businesses, and civic leaders across Roswell and Chaves County.

From Flag Day through Independence Day and beyond, the celebration will include educational programs, family-friendly events, patriotic displays, youth activities, volunteer opportunities, and community gatherings — all culminating in a powerful Fourth of July celebration during the UFO Festival. Together, these moments will honor our nation's past, celebrate our present, and inspire future generations.

By sponsoring America 250 Roswell, you are helping make a once-in-a-lifetime milestone visible and meaningful at the local level.



Why sponsors choose to participate:

- Support a historic national milestone that happens only once
- Align your organization with patriotism, community pride, and civic engagement
- Reach residents, families, and visitors through multiple events, locations, and platforms
- Help fund visible, tangible experiences across Roswell throughout the year
- Be remembered as part of America 250 Roswell's legacy



HOW YOUR SUPPORT MAKES AN IMPACT

Sponsorships and donations will directly support:

- Community events and public gatherings throughout the year
- Patriotic décor, flags, ribbons, and citywide displays
- Educational and historical programming for students and families
- Printing, postage, and promotional materials needed to reach the community
- Youth activities and volunteer engagement opportunities
- Fireworks and other signature celebration moments
- Production of branded America 250 Roswell merchandise using the official logo
- Ongoing events hosted by partner organizations and schools

Every dollar helps transform ideas into experiences — from visible patriotic displays across town to meaningful moments that bring neighbors together.

America turns 250 only once. With your support, Roswell can celebrate it in a way that reflects our pride, our partnerships, and our shared commitment to community.

SPONSORSHIP INFORMATION



We are intentionally offering a wide range of sponsorship levels so that everyone can participate — from families, schools, and small businesses, to major employers, organizations, and regional partners. Whether your contribution is modest or significant, it will play an important role in bringing this celebration to life.

Many of our sponsorship levels are designed to be approachable and community-driven, encouraging participation from civic groups, churches, youth organizations, and local businesses, while also providing meaningful recognition for larger leadership-level partners.

We have many wonderful ideas planned — from highly visible city-wide displays to intimate neighborhood gatherings — but funding is key to turning these ideas into reality.

Inspired by communities across the country, and shaped by local voices, America 250 Roswell's celebration may include:

- City-wide red, white, and blue décor and historic flag displays
- Flag Day kick-off events and ceremonies
- Youth art, essay, and history contests
- Veterans recognition moments
- Community parades and gatherings
- Educational exhibits and pop-up history installations
- Patriotic concerts and performances
- A culminating Independence celebration and fireworks

Sponsors may be matched with specific elements that align with their mission and audience.



GOD BLESS AMERICA SPONSOR

AN EXCELLENCE-LEVEL INVESTMENT IN ROSWELL'S AMERICA 250 CELEBRATION.

- All Founders Sponsor benefits
- Logo on cover of publication. Premiere, free full page ad placement in official publication (inside front cover, middle spread, or back cover)
- Special Roswell 250 gift, 5 event polos, additional souvenir items, 2 4x6 or 1 8x10 sponsor banner to place at your place of business.
- Premier logo placement across America 250 materials
- Recognition as a Presenting-Level Community Partner
- Verbal recognition at major celebrations
- Opportunity to have naming rights for a marquee moment such as fireworks, parade elements, or Flag Day programming
- Personalized recognition package and post-event impact summary

***In addition to the America 250 Roswell recognition:
We offer company booth space provided at no cost
for any of the events throughout the year.***



\$10,000

In addition to the America 250 Roswell recognition: We offer company booth space provided at no cost for any of the events throughout the year.



\$7,500

In addition to the America 250 Roswell recognition: We offer company booth space provided at no cost for any of the events throughout the year.



\$5,000

In addition to the America 250 Roswell recognition: We offer company booth space provided at no cost for any of the events throughout the year.

FOUNDERS SPONSOR

A LEADERSHIP-LEVEL INVESTMENT IN ROSWELL'S AMERICA 250 CELEBRATION.

- All Stars and Stripes Sponsor benefits
- Premiere, free full page ad placement in official publication (inside front cover, middle spread, or back cover)
- Special Roswell 250 gift, 3 event polos, additional souvenir items, 2 4x6 or 1 8x10 sponsor banner to place at your place of business.
- Premier logo placement across America 250 materials
- Recognition as a Presenting-Level Community Partner
- Verbal recognition at major celebrations
- Opportunity to sponsor a marquee moment such as fireworks, parade elements, or Flag Day programming
- Personalized recognition package and post-event impact summary

STARS AND STRIPES SPONSOR

SUPPORT ONE OF ROSWELL'S SIGNATURE AMERICA 250 EXPERIENCES

- All Constitution Sponsor benefits
- Choice of free full page ad placement (except premiere spots) in official publication
- Special Roswell 250 gift, 2 event polos, additional souvenir items, 2 4x6 or 1 8x10 sponsor banner to place at your place of business.
- Featured logo placement on major event signage
- Recognition as a Signature Event Sponsor
- Opportunity for on-site presence at select events
- Custom activation opportunities developed with your organization

CONSTITUTION SPONSOR

HELP BRING HISTORY, EDUCATION, AND CELEBRATION TOGETHER

- All Independence Sponsor benefits
- Choice of free 1/2 page ad placement in official publication
- Special Roswell 250 gift, 1 event polo, additional souvenir items, 1 4x6 sponsor banner to place at your place of business.
- Prominent logo placement at multiple America 250 events
- Recognition from the stage at select events
- Opportunity to sponsor an educational or historical feature
- Inclusion in earned media and press releases when applicable



INDEPENDENCE SPONSOR

SUPPORT PROGRAMMING THAT BRINGS FAMILIES TOGETHER

- All Eagle Sponsor benefits
- Choice of free 1/4 page ad placement in official publication
- Logo placement on printed promotional materials
- Dedicated social media recognition post
- Opportunity to host or support a family-friendly activity or youth program



EAGLE SPONSOR

A PROUD LEVEL FOR BUSINESSES AND ORGANIZATIONS INVESTED IN ROSWELL'S FUTURE

- All Freedom Sponsor benefits
- Choice of free 1/8 page ad placement in official publicaion
- Logo included on select event signage
- Option to sponsor a specific activity or community element
- Public thank-you during an America 250 event



FREEDOM SPONSOR

MAKE A VISIBLE IMPACT IN THE HEART OF THE CELEBRATION

- All Liberty Supporter benefits
- Logo or name included on the America 250 Roswell website
- Recognition on rotating social media thank-you posts



LIBERTY SPONSOR

HELP KEEP THE CELEBRATION ACCESSIBLE AND COMMUNITY-DRIVEN

- Name listed on the America 250 Roswell supporter page
- Inclusion in a collective "Thank You to Our Patriots" social media post
- Opportunity to dedicate your sponsorship in honor of a veteran, family member, or civic hero
- Name listed on select printed materials (space permitting)
- Recognition during community thank-you messaging



IN-KIND SUPPORTER

In-kind support is welcome and appreciated, including: • Printing and postage • Flags, banners, and décor • Volunteer support and services • Event infrastructure and logistics Custom sponsorships can also be created to align with specific goals, audiences, or causes.

COMMITMENT FORM

\$25,000

GOD BLESS AMERICA SPONSOR

\$10,000

FOUNDERS SPONSOR

\$7,500

STARS AND STRIPES SPONSOR

\$5,000

CONSTITUTION SPONSOR

\$2,500

INDEPENDENCE SPONSOR

\$1,000

EAGLE SPONSOR

\$500

FREEDOM SPONSOR

\$250

LIBERTY SPONSOR

OVER \$500

IN-KIND SUPPORTER

Business Name:

Contact:

Address:

Phone (office): (cell):

Email:

Website:

Alternate Contact: Phone:

Please send payment in full with this form (Make Checks Payable to MainStreet Roswell. They are the fiduciary for this event. This can be considered a non-profit donation)
Mail to: City of Roswell Public Affairs, 421 N. Main St., Roswell, NM 88201.

OFFICE USE ONLY

Date received

Check #

Amount \$

By

PLEASE TURN IN BY
MARCH 13, 2026

The sooner we receive your sponsor form, the better, as only a limited number of premier spots are available and we want to be sure to begin recognizing our sponsors as early as possible.





Roswell 250

City of Roswell Public Affairs
421 N. Richardson

facebook.com/roswell250



Questions? Contact
Juliana Halvorson at 575-246-1966