

Lake Oswego Parks & Rec 2026 Star Spangled Celebration

Celebrate Independence Day with one of Lake Oswego's most beloved traditions welcoming more than 14,000 attendees each year for two unforgettable days of community, patriotism, and fun.

The celebration begins on July 3 with a stirring performance by the Millennium Concert Band, featuring patriotic and military favorites in honor of our Veterans, followed by the Presentation of Colors by the Lake Oswego Police Honor Guard.

On July 4, the spotlight turns to the iconic Star-Spangled Parade, as marching bands, decorated floats, antique cars, costumed participants, and local community groups make their way down A Avenue to the cheers of thousands. The festivities continue at Millennium Plaza Park with live music, family-friendly entertainment, food trucks, and the always-popular pie-eating contest making it a Fourth of July celebration to remember for all ages. 🇺🇸



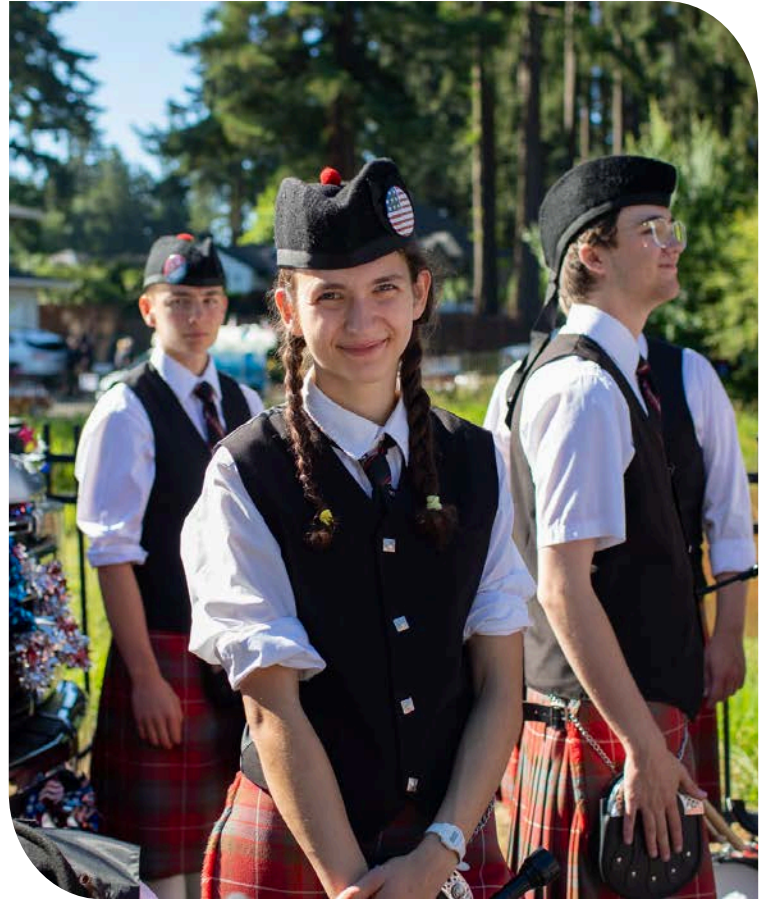
Benefits of Partnering with Us

- Exposure to over 14,000 visitors through all 4th of July events
- 8,400 followers on Facebook, 12,700 followers on Instagram, and 6,400 followers on Twitter
- 1,000,000 + visits in 2025 to the City website
- 24,000 households in Lake Oswego with the Parks & Recreation Activity Guide
- 24,000 households in Lake Oswego with *HelloLO* and 11,000 with the digital newsletter, *LO Down*
- Over 50,000 page views on the site-specific Things to Do page with site specific views for vendors and sponsors on concert page
- Social media posts reached over 250,000 people
- Enrichment of company or individual profile with community recognition and partnership with the City of Lake Oswego and the community which brings economic vitality and drives our local economy

Get Ready for the 2026 Star Spangled Celebrations!

July 3: Millennium Concert Band 7-8:30 p.m.

The festivities begin on July 3 with a World War II/USO-style performance honoring Veterans with a moving selection of patriotic, military, and marching compositions. The event includes a Presentation of Colors by the Lake Oswego Honor Guard, offering a poignant tribute to those who serve.



July 4: Star Spangled Parade 10 a.m. & Celebration 10:30 a.m.-2:30 p.m.

The beloved Star-Spangled Parade marches down A Avenue, delighting crowds with:

- Marching bands, including an authentic Fire and Drum Band
- Participation from local firefighters, police, Boy Scouts, and Girl Scouts
- Antique cars, floats, brightly decorated bicycles, costumed participants, and animals

The parade culminates in a festive gathering at Millennium Plaza Park, featuring:

- A pie-eating contest
- Live music and entertainment
- Food trucks, face painting, balloon art, and more



SPONSOR LEVEL

PRESENTING SPONSOR - All Events

INVESTMENT \$8,000



As the Presenting Sponsor, your business takes the spotlight as the lead supporter of one of Lake Oswego's most beloved traditions. Your company name will be featured across all promotional materials, branding the event as "The City of Lake Oswego Star Spangled Celebration Presented by [Your Company Name]." With visibility across July 3 and July 4 events including the Parade and Celebration, your brand will reach thousands through social media, print, digital marketing, and on-site promotion, aligning your business with community, celebration, and tradition.

<p>Marketing</p>	<ul style="list-style-type: none"> • Acknowledgement as sponsor in social media posts with tag • 1/2 Page ad in the Summer Parks & Rec Activity Guide mailed to 24,000 households • Logo in the Summer Events brochure • Logo included on event program • Logo in postcards and other printed promotional materials • Logo with hyperlink on the Lake Oswego Parks & Rec website June, July, and August • Acknowledged as presenting sponsor in summer insert of <i>HelloLO</i> newsletter, mailed to 24,000 households • Mention in City of Lake Oswego electronic email, <i>LODown</i>, reaching over 11,000 subscribers • Inclusion in the <i>LO Review</i> ad for the summer programming • Logo in the Summer Events brochure • Logo included on event program • Logo in postcards and other promotional materials • Logo with hyperlink on the Lake Oswego Parks & Rec website June, July, and August • Acknowledged as sponsor in summer insert of HelloLO newsletter, mailed to 24,000 households • Inclusion in the LO Review ad for the summer programming • Company logo on Millennium Concert Program
<p>Signage</p>	<ul style="list-style-type: none"> • Company banner displayed at both events (banner supplied by company) • Inclusion in digital marketing at the LORAC facility • Company logo on thank you sign
<p>Benefits</p>	<ul style="list-style-type: none"> • Prominent placement in the Star Spangled Parade
<p>Site Recognition</p>	<ul style="list-style-type: none"> • Stage mentions as the presenting sponsor by emcees at all events
<p>Event Activation</p>	<ul style="list-style-type: none"> • An opportunity to secure a 10' x 10' booth space at all events. This provides a chance to engage directly with potential customers on-site. Please note that sales of goods are not permitted



SPONSOR LEVEL

VEHICLE SPONSOR - All Events

INVESTMENT \$2,500



As the Vehicle Sponsor, your business will drive community connection by supporting all events during the City of Lake Oswego’s Star Spangled Celebration. This sponsorship provides high-impact visibility, with your vehicle prominently displayed at key locations during the Star Spangled Parade, the July 3rd Millennium Concert, and the July 4th festivities. Your brand will also enjoy recognition across event marketing materials, social media platforms, and on-site promotions. This sponsorship is a fantastic way to showcase your company’s presence while being part of the excitement and tradition that bring thousands of attendees together to celebrate.

<p>Marketing</p>	<ul style="list-style-type: none"> • Logo in the Summer Events brochure • Logo included on event program • Logo in postcards and other promotional materials • Logo with hyperlink on the Lake Oswego Parks & Rec website June, July, and August • Acknowledged as sponsor in summer insert of <i>HelloLO</i> newsletter, mailed to 24,000 households • Mention in City of Lake Oswego electronic email, <i>LODown</i>, reaching over 11,000 subscribers • Inclusion in the <i>LO Review</i> ad for the summer programming • Company logo on Millennium Concert Program
<p>Signage</p>	<ul style="list-style-type: none"> • Company banner displayed with vehicle display • Company logo on thank you sign
<p>Benefits</p>	<ul style="list-style-type: none"> • Vehicle display at all events. This is limited to 2 to 3 vehicles • Prominent placement in the Star Spangled Parade
<p>Site Recognition</p>	<ul style="list-style-type: none"> • Stage mentions at all events
<p>Event Activation</p>	<ul style="list-style-type: none"> • An opportunity to secure a 10' x 10' booth space, along with the vehicle display at all events



SPONSOR LEVEL

BIKE CORRAL SPONSOR - Parade

INVESTMENT \$800



As the Bike Corral Sponsor, your business will be at the heart of the Star Spangled Parade, supporting a fun and sustainable way for attendees to participate in the celebration. Your sponsorship ensures that cyclists of all ages have a dedicated space to safely park their bikes during the parade and festivities. This unique opportunity gives your brand visibility in event marketing materials, social media promotions, and on-site signage, aligning your company with eco-friendly practices and community spirit.

Marketing	<ul style="list-style-type: none">• Logo in the Summer Events brochure• Logo included on event program• Logo in postcards and other promotional materials• Logo with hyperlink on the Lake Oswego Parks & Rec website June, July, and August• Acknowledged as sponsor in summer insert of <i>HelloLO</i> newsletter, mailed to 24,000 households• Inclusion in the <i>LO Reiew</i> ad for the summer programming• Company logo on Millennium Concert Band program
Signage	<ul style="list-style-type: none">• Company logo on thank you sign
Benefits	<ul style="list-style-type: none">• Prominent placement in Star Spangled parade
Site Recognition	<ul style="list-style-type: none">• Banner at the Bike Corral area
Event Activation	<ul style="list-style-type: none">• An opportunity to secure a 10' x 10' booth space in Millennium Park area after the parade and during event

SPONSOR LEVEL PIE EATING CONTEST SPONSOR - Celebration INVESTMENT \$1,000

As the Pie-Eating Contest Sponsor, your business will add a delicious slice of fun to the Star Spangled Celebration. This beloved event at Millennium Plaza Park draws enthusiastic participants and cheering crowds, making it a highlight of the July 4th festivities. Your sponsorship includes recognition in event marketing materials, social media promotions, and on-site branding, ensuring your company is associated with this crowd-pleasing tradition. Join us in bringing joy, laughter, and a little friendly competition to this cherished community celebration!

<p>Marketing</p>	<ul style="list-style-type: none"> • Logo in the Summer Events brochure • Logo included on event program • Logo in postcards and other promotional materials • Logo with hyperlink on the Lake Oswego Parks & Rec website June, July, and August • Acknowledged as sponsor in summer insert of <i>HelloLO</i> newsletter, mailed to 24,000 households • Inclusion in the <i>LO Reiew</i> ad for the summer programming • Company logo on Millennium Concert Band program
<p>Signage</p>	<ul style="list-style-type: none"> • Company banner displayed at Pie Eating Contest area • Company logo on thank you sign
<p>Site Benefits</p>	<ul style="list-style-type: none"> • Mention as a sponsor during the pie eating contest by emcee
<p>Event Activation</p>	<ul style="list-style-type: none"> • An opportunity to secure a 10' x 10' booth space in Millennium Park area after the parade and during event





SPONSOR LEVEL

MUSIC AND VETERANS SPONSOR - July 3

INVESTMENT \$600



As the Music and Veterans Sponsor, your business will play a key role in honoring our nation's heroes during the July 3rd Millennium Concert. This World War II/USO-style performance by the Millennium Concert Band pays tribute to veterans with patriotic, military, and marching compositions. The event also features a ceremonial Presentation of Colors by the Lake Oswego Police Honor Guard. Your sponsorship includes recognition in event promotions and on-site materials, showcasing your support for veterans and your commitment to the Lake Oswego community.

Marketing	<ul style="list-style-type: none">• Logo included on event program• Company logo on Millennium Concert Band program
Signage	<ul style="list-style-type: none">• Company banner displayed at event• Company logo on thank you sign
Site Benefits	<ul style="list-style-type: none">• On stage mention as a sponsor at the event by emcee
Event Activation	<ul style="list-style-type: none">• An opportunity to secure a 10' x 10' booth space in Millennium Park on July 3 or host a VIP reception at the event

SPONSOR LEVEL BUSINESS SPONSOR - Celebration INVESTMENT \$500

Business Sponsors can make an impact at the Celebration. This level sponsorship is perfect for small businesses aiming to reach and engage with the local community. The best part is having a 10 x 10 space to set up and interact with concert goers.

Event Activation

- An opportunity to secure a 10' x 10' booth space for July 4 Celebration event (after parade). Please note that sales of goods are not permitted



CELEBRATE NATIONAL PARKS & RECREATION MONTH

Lake Oswego proudly joins communities across the country in celebrating the power of parks and recreation to build healthier, connected, and inclusive communities. This year's theme, **Build Together, Play Together**, highlights the vital role of our programs, spaces, and professionals in supporting public well-being.

We're honored that the Lake Oswego Indoor Tennis Center's Special Olympics program is featured in the 2023 national campaign by the National Recreation and Park Association. The image of hope and human beauty captures this year's theme in action.

Sports, Entertainment, and Outdoor Recreation offers activities and programs for all ages and abilities. From youth sports leagues to adult enrichment classes, there's something for everyone - to explore your city, nature, or skills.

We offer dynamic programming year-round. Join our youth league or league leagues for friendly competition, or explore new skills through our educational offerings, including cooking classes, music lessons, art workshops, and language classes. At the Lake Oswego Recreation & Aquatics Center (ROAC), join our adults league or adult leagues for friendly competition, or explore new skills through our educational offerings, including cooking classes, music lessons, art workshops, and language classes.

Adult Community Center (ACC) offers a wide variety of engaging classes and activities - from health and mobility programs to art, dance, and anything you can imagine. We're offering live, virtual, and on-demand classes. Member services include legal consultations, caregiver and support groups, and even a senior grocery shopping bus. Be sure to browse the website and the most recent Activity Guide to discover all they have to offer. Looking to make new connections? Join one of the many vibrant social groups and become part of the community.

Our Parks and Natural Areas offer endless ways to explore, relax, and connect. Participate in seasonal programs, explore the trails, and enjoy the view from the water. We offer a variety of programs, including guided walks, bird watching, and stargazing. We also offer a variety of programs, including guided walks, bird watching, and stargazing.

Research Projects highlight Lake Oswego's continued investment in recreation and community spaces. The Lake Oswego Recreation Center (ROAC) features a state-of-the-art aquatic center, modern fitness space, and multiple courts for basketball, tennis, and recreational sports. The park also features a new playground, expanded picnic area, and a new viewing stage designed for all ages.

The **Historic** National also opened this year with the facility becoming a popular destination for guests of all ages and abilities. Phase 2 of Research Park is now underway and will introduce an inclusive play area, picnic pavilion, and accessible seating area. With renovations and parking already completed, the park is nearing its new mission - stay tuned for the Research Park ribbon cutting this fall!

Thank you to our generous sponsors and supporters:

www.lakeoswego.city/parksrec

STAR SPANGLED CELEBRATIONS

THURSDAY, JULY 3
Millennium Concert Band - 7 to 8:30 p.m.

FRIDAY, JULY 4
Parade & Celebration - 10 a.m. to 1 p.m.
Independence Day Illumination: Concert & Laser Lights - 8 to 11:00 p.m.

NOTE: ROAD CLOSURES AND PARKING RESTRICTIONS

cityoflakeoswego • 23w

Let's Celebrate the 4th of July in Lake Oswego!

Join us for Independence Day Celebrations with music, parades, a laser light show, and community fun for all ages!

- Millennium Concert Band - Tonight! Thursday, July 3 7-8:30 p.m. - Millennium Plaza Park
- Star Spangled Parade & Celebration Friday, July 4 10 a.m.-1 p.m. - A Avenue & Millennium Plaza Park
- Independence Day Illumination

View insights Boost post

52 3 3

July 3

Add a comment...

STAR SPANGLED PARADE & CELEBRATION

JULY 4TH FROM 10 AM - 1 PM

Watch classic cars, floats and performers parade down A Avenue to Millennium Plaza Park! Festivities continue at the park with a show from Bon Bon Vivant, Presentation of Colors from the USMC, National Anthem Performance by Orny, Food Vendors, Photobooth, Community Photo, Doggy Hydration Station and More!

www.lakeoswego.city/parksrevents

Hello L.O.

July 2025

Star Spangled Celebrations

Thursday, July 3 & Friday, July 4

STAR SPANGLED CELEBRATIONS

FRIDAY, JULY 4

Star Spangled Parade & Celebration
10 a.m. to 1 p.m.
A Ave. & Millennium Plaza Park

Check out some highlights from day 2 with the parade & more

Celebrate the 4th of July in Lake Oswego with a festive lineup of patriotic events the whole family can enjoy!

Millennium Concert Band
Thursday, July 3 at 7 p.m. at Millennium Plaza Park
Begin your holiday weekend with a performance by the Lake Oswego Millennium Concert Band. The evening opens with a Presentation of Colors by the Lake Oswego Honor Guard, followed by a concert featuring patriotic anthems, military marches, and musical tributes honoring veterans and service members. Thank you to Mary's Woods for being the sponsor.

Star Spangled Parade & Celebration
Friday, July 4 - Parade begins at 10 a.m., A Avenue to Millennium Plaza Park
Show your spirit in red, white, and blue and join the community for the beloved Star Spangled Parade. Enjoy festive floats, music, vintage vehicles, costumed canines, and more as the procession makes its way down A Avenue. After the parade, gather at Millennium Plaza Park for family fun, food vendors, face painting, live music, business booths, and the popular

Star Spangled Celebrations

JULY 3RD AND 4TH 2025

Millennium Concert Band
July 3rd 7-8:30 p.m. at Millennium Plaza Park
A spectacular patriotic celebration featuring an evening of stirring musical tributes to our nation and those who have served.

Star Spangled Parade and Celebration
July 4th 10 a.m.-1 p.m.
A Avenue to Millennium Plaza Park
Join friends and neighbors to watch festive floats, classic vehicles, and costumed canines as they march down A Avenue to Millennium Plaza Park where the post-parade celebration begins!

Concert and Laser Light Show
July 4th 8-11 p.m. at Foothills Park
Enjoy an epic concert from Hit Explosion and a spectacular laser light show with music and a beautiful display of lights in the sky.

lakeoswego.city/parksrec | 503.675.2541

LAKE OSWEGO STAR SPANGLED CELEBRATIONS

THURSDAY - JULY 3
Millennium Concert Band
Millennium Plaza Park 7 - 8:30 P.M.
Celebrate with patriotic music and a salute to service members at the free July 3rd concert featuring the Millennium Concert Band and a presentation of colors by the Lake Oswego Honor Guard.

FRIDAY - JULY 4
Star Spangled Parade & Celebration
A Avenue to Millennium Plaza Park 10 A.M. - 1 P.M.
Watch floats, vehicles and performers parade down A Avenue, ending in a festival at Millennium Plaza Park with a presentation of colors, national anthem by Orny, music from Bon Bon Vivant, food vendors, a photo booth, and a pie-eating contest at noon!

FRIDAY - JULY 4
Independence Day Illumination: Concert & Laser Lights
Foothills Park 8 - 11 P.M.
Close out the 4th of July with a concert from Hit Explosion and a spectacular laser light show. Lasers begin at approx. 10:15 p.m.

www.lakeoswego.city/parksrevents

Check out some highlights from day 2 with the parade & more

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Lake Oswego Parks & Recreation Sponsorship
Contact: Robin Krakauer
Communication & Sponsorship Coordinator
503-534-5422
rkrakauer@lakeoswego.city
www.lakeoswego.city/parksrec



We are thrilled at the opportunity to collaborate with you to create a sponsorship package that aligns with your goals and showcases your brand to our vibrant community. Whether you're looking to increase brand awareness, engage with local residents, or support cultural events, we're here to help make it happen.

Let's discuss your vision!

Your support of the Star Spangled Celebration events not only contribute to the vitality of the Lake Oswego community but also enhances the quality of life for all residents. These cherished events are free to the public, thanks to the generosity of partners like you.

Let's work together to make this celebration extraordinary!



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