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Follow the Flag Azle – Sponsor & Booth Participation Guide

Welcome to the Azle Area Ministerial Alliance's Follow the Flag!

Each year on July 4th, the Azle Area Ministerial Alliance hosts Follow the Flag—a joyful, family-friendly celebration of faith, freedom, and patriotism in the heart of Azle. This cherished tradition, started over 30 years ago by Lew and Sandy Shaffer of Son Shine Ministries, brings families together with faith, food, fellowship, and fireworks—and best of all, it's FREE to the public!

To keep the event free and welcoming to all, we rely on the generous support of local churches, businesses, and individuals. Your involvement helps cover essential costs such as fireworks, entertainment, sound, security, and insurance, while allowing us to continue sharing the love and hope of Jesus Christ.

Event Schedule – July 4

- **Booth Set-Up:** Begins at 3:00 PM, must be complete by 5:30 PM
- **Food & Drink Service:** Ready by 6:00 PM and served through 8:00 PM, or until supplies last
- **Presentation of Flags & Ceremony:** 7:00 PM
- **Booth Tear Down:** Taken down by 8:30 PM in preparation of fireworks display
- **Fireworks Display:** Approximately 9:20 PM

Sponsorship Opportunities

Become a sponsor and help make this event possible. Each sponsor will be acknowledged on-site, with added benefits depending on your level of support:

Title Sponsor – \$1,200

- Banner with your logo prominently displayed
- Public recognition during the event
- Opportunity to host booth with giveaways
- Funds due by June 9 for banner printing

Gold Sponsor – \$550

- Banner with your logo displayed
- Public recognition as a Gold Sponsor
- Opportunity to host booth with giveaways
- Funds due by June 9

Silver Sponsor – \$300

- Public recognition as a Silver Sponsor
- Funds due by June 9

Churches may host a booth at no charge and provide giveaways to attendees.

AAMA Contacts:

Alton Davis, President – alton.davis@azlema.com

Kim Ware, Board Member & Fundraising Chair – kimware@flash.net

Holly Killough, AAMA Director – director@azlema.com

Sponsor Booth Guidelines & Requirements

We welcome churches, ministries, and community organizations to host a booth at the event! Please carefully review the following guidelines:

General Rules

- Booths must be registered and approved by the AAMA at least two weeks before the event.
- Selling or soliciting is prohibited.
- All food, drinks, comfort items, and giveaways must be FREE to event guests.
- Amplification and music are only allowed from the main stage.
- Giveaways may include your organization's name or logo but must be offered as gifts—not sales pitches.

Booth Logistics

- Booths must be set up by 5:30 PM & taken down by 8:30 PM in preparation for the fireworks display.
- You must provide your own 10x10 tent, tables, and chairs
- Electrical hookups are not available. If power is needed, you must bring your own generator
- Walkways must remain clear for safety
- Booths must be safely constructed and pose no hazards
- Booth assignments will be emailed about one week before the event

NEW Security Measure

This year, we are introducing a new security measure to help quickly reunite lost children with their adults. Welcome booths will be set up to provide wristbands to all participants. Adults will be asked to write their cell phone number on their child's wristband.

To ensure this measure is effective, we ask that **no one be served unless they are wearing a wristband**. Each booth will have extra wristbands and markers available for those who need them.

At the end of the night, AAMA will collect any unused wristbands to help estimate attendance and plan for future events. We appreciate your cooperation in making this a safe and successful event.

Food Service Permits

If you plan to give away food, please notify us at least 10 days prior to the event so we can provide you with the necessary permit requirements. The Azle Area Ministerial Alliance (AAMA) will handle the permit application for the event as a whole.

Trash & Clean-up

- Each booth is responsible for cleaning up their space after the event.

Important Community Standards

- This is a family-friendly event
- Profanity, alcohol, tobacco, or any disruptive behavior will not be tolerated
- The Azle Police Department will be present to monitor traffic and ensure safety
- Anyone violating these rules may be asked to leave and can be denied future participation

Let's Celebrate Together!

We're excited to have you join us for a memorable 4th of July celebration! Your support—whether as a sponsor or booth participant—helps bring our community together in faith, family, and freedom.

If you have questions or need to confirm your spot, please reach out. Thank you for your continued support!