



Fourth of July Party on the Parkway

Sunoco Welcome America presents the July 4 Party on the Parkway, Concert and Fireworks. This annual 4th of July tradition is the highlight of summer festivities in the City of Philadelphia. Not only is this event a huge draw for the regional audience, but a large amount of tourists spend their holiday in Philadelphia, the birthplace of Independence.

The Party on the Parkway features:

Go 4th and Learn Kids Area with Children's Interactive Theater, Please Touch Museum's Play Patrol, Inflatable Games, Hands On Craft Area, Philadelphia Zoo's Zoo on Wheels and the Australian Outback Experience an interactive display and education presentation.

MHP Liberty Strongman Competition including 40' tractor trailer pull, 900 pound tire flip and more with over 6 championship strongmen.

Crafters Row with 40 artisans, Food Vendors, Multi-cultural Stage, Philly Sounds Stage and more.

Evening Concert headliner is Sheryl Crow with two opening acts, Frankie Negron and second act tbd. Concert and Fireworks on broadcast live on WPVI Channel 6 ABC, the top-rated news station in Philadelphia.

Pricing Range: \$10,000 for sampling and up depending on tour size and logistical needs.

Attendance: 1,000,000

Demographics: Mass Market Audience

Time Frame: 1pm-11pm



Contact:

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