

A Traditional New England 4th of July Celebration

The Villages

Creative Brief



PROJECT OVERVIEW & SCOPE

Historically, The Villages has hosted a "Brews & Cruise" event on July 4th, featuring a car show, drink specials, a parade, live music, and more. However, resident feedback has shown a clear interest in a celebration that feels more like a traditional Independence Day experience.

OBJECTIVES & GOALS

The objective is to develop a comprehensive marketing campaign that includes a visual identity, examples of digital and print collateral, and a strategic framework for an updated yet classic celebration. The goal is to deliver a cohesive event that honors residents' desire for authentic tradition while introducing fresh elements—offering a timeless experience with a modern touch. Rooted in a sense of hometown pride, the campaign will celebrate the community's unique character, balancing nostalgia with contemporary appeal.

Additionally, this year's event will be distinguished by a special focus on honoring the sacrifices of our veterans—whose service has secured the freedoms we celebrate. This tribute will include a 50/50 raffle (with proceeds going to The Wounded Warrior Program) and other key commemorative activities.

TARGET AUDIENCE

The primary audience is Villages residents, though attendance from guests and visitors is anticipated. Given that many residents will be hosting friends and family, the event should appeal to a broad range of ages and interests.

THE IDEA

Inspired by both my personal traditions and the community in The Villages I know best, I'm excited to propose **A Traditional New England 4th of July Celebration** — an authentic hometown gathering to be held in Lake Sumter Landing and around Lake Sumter.

Event Agenda



Time	Event	Location
Morning	Constitution Coffee (did someone say Dunkin'?) and Declaration Donuts	Lake Sumter Landing Square
	Patriotic Parade: decorated golf cars, star-spangled pets, TV Cheerleaders, First Responders & more!	Through center of Lake Sumter Landing
	13 Colony Scavenger Hunt	Perimeter of Lake Sumter
	50/50 raffle to benefit a Veteran's group [Wounded Warriors]	Lake Sumter Landing Gazebo
Afternoon	New England Clambake: Lobster, clams, mussels, corn, potatoes, butter	Lake Sumter Landing Square
""""""""""""""""""""""""""""""""""""""	Food Trucks	Lake Sumter Landing Square
	Dragon Boat Races	Lake Sumter
	Softball Game w/ Nathan's hotdogs, Cracker Jacks, Sam Adam's Boston Lager Summer Ale	Saddlebrook Softball Complex
	American Pie – Pie Judging Competition & Watermelon Eating Contest	Lake Sumter Landing Square
Evening	Live Music	Lake Sumter Landing Gazebo
	Independence Day Drone Show	Above Lake Sumter
	Glow Stick/Flashlight "Lighting the Path to Freedom" walk home	Around Lake Sumter Landing

Liberty at the Lake: A Lakeside July 4th Celebration



Celebrate the 4th New England-style at Lake Sumter Landing! Kick off your Independence Day with us on July 4th for a star-spangled, all-day bash you won't forget! We're cranking up the fun all day long with festivities on and around Lake Sumter Landing. Bring your friends, bring your family, and let's party like it's 1776!



MORNING

We're starting bright and early at 9 AM with patriotic **Dunkin' coffee & donuts** (because freedom runs on coffee!), then it's parade time! Get ready for an old-fashioned, **hometown parade** with a twist! We're talkin' decked-out golf cars, patriotic pups, cheerleaders, street performers — the whole shebang and then some!

Next up, set your sights around Lake Sumter for the **13 Colony Scavenger Hunt**. Track down all 13 hidden QR codes and earn your chance to "officially" sign our very own Declaration of Independence (bragging rights included).

And before the morning gets away from you, jump in on our **50/50 raffle** — with proceeds going to the **Wounded Warrior Foundation**. It's a win-win for a great cause!



AFTERNOON

Noon means it's time to feast — New England style! Grab a bib and bring your appetite for our **fabulous clam bake** — piled high with lobster, mussels, clams, corn on the cob, potatoes, and more butter than you thought humanly possible (trust us, you'll want to dunk everything).

Not a seafood fan? No worries, landlubbers — we've got **food trucks** galore to keep you happily munching.

Once you're fueled up, head to the water for the epic **Dragon Boat Races**! Watch as teams from all corners of the country clash paddles — Northeast vs. Southeast, Southwest vs. North Pacific — in a splashy, high-speed showdown. Pick your team and cheer 'em on loud and proud!

Later in the day, swing by the softball fields for a good ol' fashioned **game of ball**. We'll be serving up **Nathan's hot dogs**, **Cracker Jacks**, and ice-cold **Sam Adams Boston Lager** — because it doesn't get more New England than that... or does it?

YES, IT DOES. Head back to Lake Sumter Landing for the ultimate Americana finale: an **American Pie Baking Competition** and a **watermelon eating contest**. Sweet, messy, and all kinds of fun!



EVENING

As the sun sets, the party's not over yet! Grab a spot by the gazebo and soak up some fabulous **live music** to keep those good vibes rolling. Then, get ready to look up — waaay up — for an **epic 4th of July drone show** that'll light up the night sky with dazzling shapes, colors, and patriotic sparkle.

And to cap it all off, we'll come together for the **Glow-stick Freedom Walk** — a sea of lights, laughter, and liberty as we stroll under the stars. It's the perfect ending to an unforgettable day!



Digital Assets



1440x810 Facebook Event



1400x600 Individual Header



800x800 Website



Digital Assets



1280x720 New Web Community Calendar V1



1600x400 Homepage Header V1



600x450 Community Calendar V1



1280x720 New Web Community Calendar V2



1600x400 Homepage Header V2



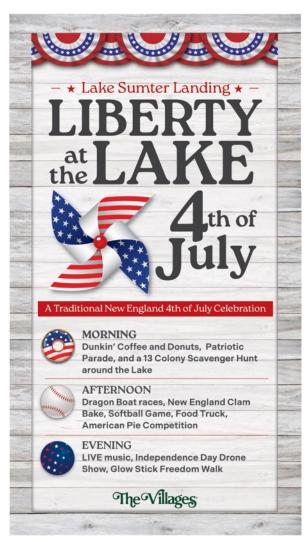
600x450 Community Calendar V2



Publication Assets



11.22x20 Full Page DS Ad



5.5x20 Half Page Vertical DS Ad



11.22x10 Half Page Horizontal DS Ad



3.5x3.5 Calendar



Publication Assets



3.66x7.067 E-page: Events

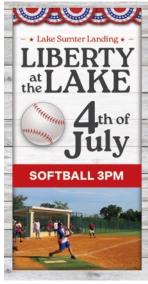
















Event Wordmarks























Wounded Warriors



The Wounded Warrior Project (WWP) is a nonprofit organization that provides programs, services, and events to help wounded veterans, service members, and their families. WWP focuses on post-9/11 veterans who have sustained physical or mental injuries, illnesses, or wounds while serving. They offer support in areas like mental health, career counseling, and long-term rehabilitative care.

THE WOUNDED WARRIOR PROJECT

Focus on Post-9/11 Veterans: WWP primarily serves veterans who were injured after the September 11th attacks.

Comprehensive Support: They offer a wide range of programs, including mental health support, physical wellness, financial assistance, and career counseling.

Free Services: All WWP programs and services are provided at no cost to participants, relying on donations from the public.

National Reach: WWP operates across the United States, with offices and partnerships in various locations.

Advocacy Efforts: WWP also advocates for the needs of veterans and their families, working to improve the lives of warriors and their families.



Sky Elements Drone Light Show



SKY ELEMENTS

Sky Elements Drone Shows is the leading drone light show provider in the United States. Our experienced team has brought the art of drone light shows all across the country for community events, sports teams, businesses, artists, and major brands. Drone light shows and aerial performances are redefining the future of entertainment on an immense scale. Whether you're hosting an event, promoting a launch, or building brand awareness, our US-based team is here to take your moment to the sky and beyond.







