



Sponsor the 64th Annual LaGrange Pet Parade – America's Original

EVENT DATE: Saturday, June 5, 2010
SPONSORSHIP DEADLINE: May 3, 2010

EVENT SPONSOR – \$5000

- ❖ Premium Logo placement displayed on all event promotional materials, such as: display advertising, flyers, merchant window posters, outdoor signage, Pet Parade website, Pet Parade Line up Booklet and Community / Chamber Newsletters
- ❖ Premium Logo Placement in the *Pet Parade Line up Program Booklet*, distributed the day of the parade to parade-goers, artwork deadline **May 10, 2010**
- ❖ Premium Logo placement on Event Banner at the start of the Parade (Over **100,000** attend the parade!)
- ❖ Premium Logo placement and mention in all media advertising which will reach over **200,000** people
- ❖ Premium Logo placement on **3,000** Pet Parade entry registration forms.
- ❖ Premium Logo Placement on **200** posters distributed throughout the region.
- ❖ Sponsor logo displayed on all press promotional materials including advisories and news releases issued to suburban and metropolitan Chicago media (print, radio, television and internet) outlets
- ❖ Mention at the Pets & Pals Charity Fund-raiser, Friday, May 28th
- ❖ Sponsor to receive (5) - 30-second “live commercials” read during parade. (Sponsor to provide copy.)
- ❖ Sponsor link on home page of Pet Parade website
- ❖ 1 – Pet Parade T-shirt
- ❖ Parade Participation (as described by Cat's Meow Sponsorship).

TOP DOG – Advertising Sponsor, \$1500

- ❖ Logo displayed on select event promotional materials, such as: display advertising, flyers, merchant window posters, outdoor signage, Pet Parade website, Pet Parade Line up Booklet and Community / Chamber Newsletters
- ❖ Recognition in the *Pet Parade Line up Program Booklet*, distributed the day of the parade to parade-goers
- ❖ Logo on Event Banner at the start of the Parade (Over **100,000** attend the parade!)
- ❖ Logo and mention in all media advertising which will reach over **200,000**
- ❖ Logo on **3,000** Pet Parade entry registration forms.
- ❖ Logo on **200** posters distributed throughout the region.
- ❖ Sponsor logo displayed on select press promotional materials including advisories and news releases issued to suburban and metropolitan Chicago media (print, radio, television and internet) outlets
- ❖ Mention at the Pets & Pals Charity Fund-raiser, Friday, May 28th
- ❖ Sponsor to receive (3) - 30-second “live commercials” read during parade. (Sponsor to provide copy.)
- ❖ Mention on home page of Pet Parade website
- ❖ 1 – Pet Parade T-shirt
- ❖ Parade Participation (as described by Cat's Meow Sponsorship).

CAT'S MEOW – Business Parade Entry, \$500

- ❖ Sponsors can participate as mascots, costumed characters, classic or unique vehicles, floats, bands, pet-themed or other items deemed appropriate and of entertainment nature.
 - All entries are subject to approval by the Pet Parade Committee.
 - No standard or commercial vehicles are allowed unless they are hauling a float or are transporting a themed character(s).
 - No entries related to political campaigns or promoting political advocacy are allowed.

HAPPY CRITTERS – Parade Section, Band, or Entry Sponsor, \$300

- ❖ Sponsor a section of your choice (on a first come, first served basis). Your company name will be on a special banner held at beginning of your section or entry.
- ❖ Your name will be listed in the *Pet Parade Line up Program Booklet*, distributed the day of the parade to parade-goers

Yes, I would like to be a sponsor as indicated:

___ Event Sponsor*, \$5000

___ Top Dog*, \$1500

___ Cat's Meow**, \$500

___ Happy Critters, \$300.00

1st Choice: _____ (For listing, call 847.480.9500 x 106)

Name: _____ Company: _____

Phone: _____ Address: _____

Email: _____

___ Bill Me (Payment must be made before May 17, 2010)

Amount Enclosed: \$ _____ (Make check payable to Pets & Pals Charities, Ltd.)

* Please attach a brief description of your entry for the Pet Parade Review Committee, provide a brief description of your company to be read as a live commercial at the Pet Parade on Saturday, June 5, 2010 and email company logo (if needed, per sponsorship level) in an .eps vector format to jennifer@greatevent.com

** Please attach a brief description of your entry for the Pet Parade Review Committee

Fax to 847-480-9501 or mail to Pets & Pals Charities, Ltd., P.O. Box 707, La Grange, Illinois 60525

Questions? Call Jennifer at 847-480-9500 ext. 106