



Dear Potential Sponsor,

The La Grange Pet Parade is one of the premier parades in the Chicago Metropolitan area. For the past 70 years children of all ages have delighted in one of our community's most treasured events "**America's Original Pet Parade!**" The Pet Parade provides wholesome fun and entertainment for the entire family, from children showcasing their pets, shelters and rescue groups, to parents and adults enjoying marching bands, floats and entertainment groups.

This year the parade will be held on Saturday, June 3rd, 2017. Each year, sponsors benefit from supporting the parade and being part of this treasured annual community event. This parade is viewed by tens of thousands along the parade route. Your sponsorship will be highlighted in all promotional materials, including:

- Print advertisement
- Online promotion
- Social media

We look forward to hearing from you and hope you will join us as a sponsor of the 71st La Grange Pet Parade. Sincerely,

Molly Price
LaGrange Pet Parade Coordinator
PO Box 707
La Grange, IL 60525
708-334-3324/molly@lagrangepetparade.org

Overview of the Sponsorship attached:

Presenter Sponsor: \$5,000 (Presenting Name Sponsor of the Pet Parade and more)

Premier Act Sponsor: \$2,500 (Sponsor an entertainment group of your choice and more)

Top Dog Advertising Sponsor: \$1,500 (Logo recognition, Live Commercials during parade, Invited to participate in the parade, and more)

Cat's Meow Sponsor: \$800 (Invited to participate in the parade and more)

Happy Critters Sponsor: \$300.00 (Special banner held at beginning of a section and name listing)

I Love the Parade: \$100.00 (Name listing)



Sponsor the 71st Annual LaGrange Pet Parade – America’s Original

EVENT DATE: Saturday, June 3rd, 2017

SPONSORSHIP DEADLINE: Friday, April 28th, 2017

We are a 501 (C) (3) Charitable Organization ID # 36-4276511

PRESENTING SPONSOR – Naming Sponsor, \$5000

- ❖ The **Presenting Sponsor** will be the official presenter of the Pet Parade, and be honored in the parade’s title.
- ❖ Your logo will have premium placement in the ***Pet Parade Line up.***
- ❖ Logo on Event Banner at the Start and end of the Parade. Premium logo placement displayed on all event promotional materials, mention in all media and press promotional materials, logo on registration forms, and posters. Your link will be on the home page of the Pet Parade website.
- ❖ Sponsor to receive (5) - 30-second “live commercials” read during parade. (Sponsor to provide copy.)
- ❖ Sponsors can participate as mascots, costumed characters, classic or unique vehicles, floats, bands, pet-themed or other items deemed appropriate and of entertainment nature.
- ❖ Sponsor to receive 6 tickets to the “Party for the Parade,” Taking place Friday, April 28.
 - All entries are subject to approval by the Pet Parade Committee.
 - No standard / commercial vehicles are allowed unless hauling a float or transporting a themed character(s).
 - No entries related to **political campaigns or promoting political advocacy are allowed.**
 - **All entries must be approved by Pet Parade Committee.**

PREMIER ACT SPONSOR – Entertainment Sponsor, \$2500

- ❖ Sponsor an entertainment group of your choice (first come, first choice)
(We will provide a list of available entertainment groups week of May 1st)
 - Your company name and logo will be on a special banner held in front of the entertainment group
 - For Example: South Shore Drill Team, Jessie White Tumblers, Chicago Blackhawks Tommy Hawk
*** Subject to change based on availability and entertainment selection by Pet Parade Committee***
- ❖ Your logo will have premium placement in the ***Pet Parade Line up.***
- ❖ Logo on Event Banner at the Start and end of the Parade. Premium logo placement displayed on all event promotional materials, mention in all media and press promotional materials, logo on registration forms, and posters.
- ❖ Sponsor to receive (4) - 30-second “live commercials” read during parade. (Sponsor to provide copy.)
- ❖ Sponsors can participate as mascots, costumed characters, classic or unique vehicles, floats, bands, pet-themed or other items deemed appropriate and of entertainment nature.
- ❖ Sponsor to receive 4 tickets to the “Party for the Parade,” taking place Friday, April 28.
 - All entries are subject to approval by the Pet Parade Committee.
 - No standard/commercial vehicles are allowed unless hauling a float or transporting a themed character(s).
 - No entries related to **political campaigns or promoting political advocacy are allowed.**
 - **All entries must be approved by Pet Parade Committee.**

TOP DOG SPONSOR – Advertising Sponsor, \$1500

- ❖ Your name will be listed in the ***Pet Parade Line up.***
- ❖ Logo on Event Banner at the Start and end of the Parade. Logo and mention in all media and press promotional materials, logo on registration forms, and posters.
- ❖ Sponsor to receive (3) - 30-second “live commercials” read during parade.
(Sponsor to provide copy.)
- ❖ Sponsors can participate as mascots, costumed characters, classic or unique vehicles, floats, bands, pet-themed or other items deemed appropriate and of entertainment nature.
- ❖ Sponsor to receive 4 tickets to the “Party for the Parade,” taking place Friday, April 28.
 - All entries are subject to approval by the Pet Parade Committee.
 - No standard/commercial vehicles are allowed unless hauling a float or transporting a themed character(s).
 - No entries related to **political campaigns or promoting political advocacy are allowed.**
 - **All entries must be approved by Pet Parade Committee.**

CAT’S MEOW SPONSOR – Banner Sponsor, \$800

- ❖ 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 / commercial vehicles are allowed unless hauling a float or transporting a themed character(s).
 - No entries related to **political campaigns or promoting political advocacy are allowed.**
- ❖ Your name will be listed in the ***Pet Parade Line up.***
- ❖ Logo on Event Banner at the Start and end of the Parade.
- ❖ Sponsor to receive 2 tickets to the “Party for the Parade,” taking place Friday, April 28.

- All entries must be approved by Pet Parade Committee.

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

- ❖ Your company name will be on a special banner held at the beginning of a section.
- ❖ Your name will be listed in the *Pet Parade Line up*.

I LOVE THE PARADE SPONSOR – \$100

- ❖ Your name will be listed in the *Pet Parade Line up*, distributed the day of the parade to parade-goers.

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

____ Presenter Sponsor: \$5,000 (Presenting Name Sponsor of the Pet Parade and more)

____ Premier Act Sponsor: \$2,500 (Sponsor an entertainment group of your choice and more)

____ Top Dog Advertising Sponsor: \$1,500 (Logo recognition, Live Commercials during parade, Invited to participate in the parade, and more)

____ Cat's Meow Sponsor: \$800 (Invited to participate in the parade and more)

____ Happy Critters Sponsor: \$300.00 (Special banner held at beginning of a section and name listing)

____ I Love the Parade: \$100.00 (Name listing)

1st Choice: _____ (For listing, contact Molly) for Premier Act Sponsors Only

Name: _____ Company: _____

Phone: _____ Address: _____

Email: _____

____ Bill me

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

*** Please attach 5 bullet points 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 and email company logo (if needed, per sponsorship level) in an .eps vector format and .jpg format to molly@lagrangepetparade.org**

**Email to Molly Price – molly@lagrangepetparade.org
or mail to Pets & Pals Charities, Ltd., P.O. Box 707, La Grange, Illinois 60525**

Questions? Call Molly at 708-821-2141

NOTE: Remember to attach 5 bullet points of your entry for live commercial and/or brief description of your entry for the Pet Parade Review Committee if applicable to commitment level