



SPONSORSHIP DEADLINE: Friday, April 27th, 2018
"Hometown Magic" 72 Years on Parade

Dear Potential Sponsor,

It's time to think about the La Grange Pet Parade again! **This annual tradition is one of the premier parades in the Chicago Metropolitan area and draws tens of thousands of people to the area.** 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 2nd, 2018. Each year, sponsors benefit from supporting the parade and being part of this treasured annual community event. Depending on the level, your sponsorship will be highlighted in our promotional materials that include:

- Print advertising
- Online promotion
- Social media
- At the Parade

We look forward to hearing from you and hope you will join us as a sponsor of the 72nd 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 Levels 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 (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 72nd Annual LaGrange Pet Parade – “Hometown Magic”

EVENT DATE: Saturday, June 2, 2018

SPONSORSHIP DEADLINE: Friday, April 27, 2018

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 20.
 - 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 20.
 - 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

- ❖ Sponsor to receive (3) - 30-second “live commercials” read during parade.
(Sponsor to provide copy.)
- ❖ 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.
- ❖ 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 20.
 - 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 20.
 - **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 of the 72nd La Grange Pet Parade:

Taking place on Saturday, June 2, 2018

NOTE: Sponsorship dollars must be paid before parade day in order for your act to participate.

___ Presenting 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)

Company: _____

Contact Name: _____

Email: _____

Address to send Line-Up Info: _____

Phone: _____

1st Choice of Entertainment Group: _____ (Premier Act Sponsors)

Payment Choices:

___ Invoice me (Note: full amount must be paid before parade day for your act to participate)

Amount Enclosed: \$ _____ (Make check payable to **Pet Parade Charities**)

Credit Card Payment:

Card Number: _____

Expires: _____ Security Code: _____

First Name: _____ Last Name: _____

Billing Address: _____ City: _____ State: _____ Zip: _____

***Please provide a detailed description of your company to be read as a live commercial at the Pet Parade (3 announcing stations throughout the parade) example: "Serving La Grange area for over 15 years"**

-
-
-
-
-

***Give us a detailed description of your entry** Example "1 decorated truck pulling a flat-bed showcasing employees with their pets"

-
-
-
-

Scan and email to Molly Price – molly@lagrangepetparade.org
or mail to Pet Parade Charities, P.O. Box 707, La Grange, Illinois 60525
Questions? Call Molly at 708-821-2141