



SPONSORSHIP PAPERWORK 2024 PARADE

PARADE DATE: Saturday, June 1, 2024

SPONSORSHIP DEADLINE: May 3, 2024

Theme: "For the Love of Pets"

Dear Potential Sponsor,

Send us pages 3 & 4

The La Grange Pet Parade is a treasured annual tradition that provides wholesome fun and entertainment for the entire family featuring costumed pets, pet rescue groups, marching bands, floats, and more.

This year the parade will be held on Saturday, June 1, 2024. Each year, sponsors benefit from supporting the parade and being part of this beloved annual community event. Depending on the level, your sponsorship will be highlighted in the following ways: printed marketing materials, local newspaper advertising, social media, email blasts, being featured in the parade, and more.

We look forward to hearing from you and hope you will join us as a sponsor of the 78th La Grange Pet Parade.

Sincerely,

Molly Price
LaGrange Pet Parade Director
PO Box 707
La Grange, IL 60525
CONTACT INFO: 312.508.3867/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: \$1,000 (Invited to participate in the parade and more)
Banner Sponsor: \$500.00 (Provided banner held by 2 reps from your business, in a special section of the parade)



Sponsor the 78th Annual LaGrange Pet Parade – “For the Love of Pets”

EVENT DATE: Saturday, June 1, 2024

SPONSORSHIP DEADLINE: May 3, 2024

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

PRESENTING SPONSOR – Naming Sponsor, \$5,000

- ❖ **The Presenting Sponsor will be honored in the parade’s title. Presenting Sponsor can also sponsor an entertainment group of their choice (first come, first choice). “The La Grange Pet Parade: Presented by Your Business Name”**
- ❖ **Your logo will have premium placement on the *Event Poster hung around town, Pet Parade Line-up handed-out and online, Volunteer T-shirts & Press Release mentions***
- ❖ **Logo on Event Banner at the Start and end of the Parade.**
- ❖ **Email blast mention to 1,000 local subscribers of the La Grange Pet Parade.**
- ❖ **Social Media Posts – 3x leading up to the parade – to 2,000 local followers of the parade.**
- ❖ **Sponsor to receive (5) - 30-second “live commercials” read during parade. (Sponsor to provide copy.)**
- ❖ **Sponsor invited to participate, following their sponsored entertainment act, with up to 2 vehicles and promo items given out by you.**
 - **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, \$2,500

- ❖ **Sponsor an Entertainment Group of your Choice (first come, first choice), Plus option of sending representatives from your business to follow directly behind the entertainment group. Also, marketing materials logo recognition.**
(We will provide a list of available entertainment groups at your time of commitment)
 - **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, logo on registration forms, volunteer tshirts and posters, ads in The Doings La Grange and La Grange Ledger.**
- ❖ **Email blast mention to 1,000 local subscribers of the La Grange Pet Parade.**
- ❖ **Social Media Posts – 2x leading up to the parade – to 2,000 local followers of the parade.**
- ❖ **Sponsors to receive (4) - 30-second “live commercials” read during parade. (Sponsor to provide copy.)**
- ❖ **Sponsors can participate directly following their sponsored entertainment group with 1 vehicle and promo items given out by you.**
 - **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, \$1,500

- ❖ **Sponsors can participate, PLUS Receive (3) - 30-second “live commercials” read during parade and logo featured on marketing materials (Poster, Registration Forms and Line-Up hand-out, Newspaper Ads).**
- ❖ **Sponsors can participate as costumed characters, classic or unique vehicles, floats, bands, pet-themed or in other ways deemed appropriate and entertaining. Marketing materials can be handed out at the curb.**
- ❖ **Logo on Event Banner at the Start and end of the Parade.**
 - **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 – Entry in Parade Sponsor, \$1,000

- ❖ **Sponsors can participate as costumed characters, classic or unique vehicles, floats, bands, pet-themed or in other ways deemed appropriate and entertaining. Marketing materials can be given out at the curb.**
 - **Please decorate standard / commercial vehicles**
- ❖ **Your name will be listed as a sponsor on the *Pet Parade Line up and on the Pet Parade website.***
 - **No entries related to political campaigns or promoting political advocacy are allowed.**
 - **All entries must be approved by Pet Parade Committee.**

BANNER SPONSOR – Banner Sponsor, \$500

- ❖ **Your company name will be on a special banner (Pet Parade will create that banner using the logo you provide) that you hold in a special section of the parade (2 representatives holding and up to 2 people giving out promo materials or candy at curb) No political messages**
- ❖ **Your name will be listed as a sponsor in the *Pet Parade Line up and on the Pet Parade website.***



Sponsor the 78th Annual LaGrange Pet Parade – “For the Love of Pets”

EVENT DATE: Saturday, June 1, 2024

SPONSORSHIP DEADLINE: May 3, 2024

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

Yes, I would like to be a sponsor of the 78th La Grange Pet Parade:

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: \$1,000 (Invited to participate in the parade and more)

___ Banner Sponsor: \$500 (Banner in the parade held by 2 reps from your business)

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 & Mail to: PO Box 707, La Grange**)

Credit Card Payment:

Card Number: _____

Expires: _____ Security Code: _____

First Name: _____ Last Name: _____

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

Description of your company to be read as a live commercial at the Pet Parade example: “Serving La Grange area for over 15 years”

Description of your entry example “1 decorated truck pulling a flat-bed showcasing employees with their pets”

I agree to have my group stay 50 feet before and after the group ahead of us: Yes ___ No ___

I agree that my group will be mindful of the Parade Marshals who are there to enforce the rules and maintain the safety of the parade: Yes ___ No ___



Sponsor the 78th Annual LaGrange Pet Parade – “For the Love of Pets”

EVENT DATE: Saturday, June 1, 2024

SPONSORSHIP DEADLINE: May 3, 2024

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

Pet Parade Charities requires this contract to be signed by all parade participants in the 2024 La Grange Pet Parade. This document is mandatory for all parade units.

The safety of the parade participants and spectators is a top priority of Pet Parade Charities, who hosts the Annual La Grange Pet Parade each year.

By signing this document, you are agreeing to the following rules of the La Grange Pet Parade:

- **NO candy is allowed to be thrown out while on the parade route. Candy may be handed out at the curb. If candy is thrown during the parade, those in violation of this rule will not be asked to participate in next year’s parade.**
- **NO ball throwing, use of water guns, super soakers or any water devices are allowed.**
- **Each parade unit must stay approximately 50 feet away from the unit ahead of them. Please assign one member of your unit to help maintain this requirement.**
- **Each parade unit is required to stay on the parade route for its entirety.**
- **Pet Waste will be cleaned up promptly throughout the entire day.**
- **Your group will bring entertainment value to the parade.**
- **Photos taken of the parade may be used for non-profit promotional purposes.**
- **If the State of Illinois limits large gatherings, the parade might need to be canceled. If so, you are entitled to a refund of your sponsorship.**

Parade Marshals are present throughout the entire parade route. The Parade Marshals are instructed to enforce these rules and the safety of the parade participants and parade goers.

Violation of the above mentioned rules may result in removal from the parade and/or no admission into future parades.

Note that the parade may be delayed due to weather conditions.

The undersigned do(es) hereby agree to indemnify and hold harmless Pet Parade Charities and the Pet Parade Committee from any and all claims for personal injury or damaged property resulting from my (our) participation in the La Grange Pet Parade.

Sign
Here

Name: _____ **Date** _____

Signature: _____

Please MAIL or Scan and Email Completed Pages 3 & 4 before the May 3, 2024 DEADLINE & send to: La Grange Pet Parade, P.O. Box 707, La Grange, Illinois 60525 OR Email: molly@lagrangepetparade.org

Please note: The Pet Parade Committee will review your entry and contact you with any questions. Entrant selection is within the sole discretion of the committee and submission of an application does not guarantee admission. If your unit is selected to be part of this year’s parade you will be contacted, and the lineup positions/instructions will be emailed in early May to the email address on the entrance form.