



**2018 LakewoodAlive Spooky Pooch Parade  
Saturday, October 20, 2018, 12:30—3:30 p.m.**

### **Sponsorship Options:**

- **Title Sponsor - \$2,500**
  - Feature your business in all press and media releases
  - Logo featured on all print advertising pieces
  - Logo featured on event postcard and event posters
  - Logo featured on event banner displayed at the event
  - Recognition given by emcee during the event
  - Table space for business exposure (ability to also to display company branded vehicle)
  - Ability to give away company branded marketing materials
  - Logo and hotlink on event webpage
  - Reserved high traffic table location for the parade festival (table to be supplied by sponsor)
  
- **Top Dog Sponsor - \$1,000**
  - Logo featured on all print advertising pieces
  - Logo featured on event postcard and event posters
  - Logo featured on event banner displayed at the event
  - Recognition given by emcee during the event
  - Ability to give away company branded marketing materials
  - Logo and hotlink on event webpage
  - Reserved high traffic table location for the parade festival (table to be supplied by sponsor)
  
- **Dedicated Dog Sponsor - \$500**
  - Logo featured on all print advertising pieces
  - Logo and hotlink on event webpage
  - Logo featured on event banner displayed at the event
  - Business listed on event banner displayed at the event
  - Recognition given by emcee on stage during the event
  - Reserved high traffic table location for the parade festival (table to be supplied by sponsor)
  - Ability to give away company branded marketing materials
  
- **Poochy Sponsor - \$250**
  - Business listed on all print advertising pieces
  - Reserved table location for the parade festival (table to be supplied by sponsor)
  - Ability to give away company branded marketing materials
  - Business listed on the event webpage



**lakewoodalive**



## 2018 Spooky Pooch Parade Sponsor Letter of Agreement

Company Name \_\_\_\_\_, agrees to provide a financial sponsorship for the **Lakewood Spooky Pooch Parade on Saturday, October 20, 2018**. As a sponsor, I understand that I will receive the applicable sponsorship benefits described in this packet. I further understand that these benefits will not be valid until this agreement is signed and my check has been issued to and accepted by LakewoodAlive. As a sponsor, I agree to provide digital art work for all promotional advertising. All sponsorship agreements must be received by **September 21, 2018**; with full payment to receive all agreed sponsor benefits.

**Company Contact Name & Email Address:**

Contact: \_\_\_\_\_ Email: \_\_\_\_\_

Company Address: \_\_\_\_\_

Company Phone: \_\_\_\_\_

Company Website Address: \_\_\_\_\_

Company Facebook: \_\_\_\_\_ Company Twitter: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

- \_\_\_\_\_ Title Sponsor (\$2,500)
- \_\_\_\_\_ Top Dog Sponsor (\$1,000)
- \_\_\_\_\_ Dedicated Dog Sponsor (\$500)
- \_\_\_\_\_ Poochy Sponsor (\$250)

**Sponsors, please forward Company logo to: [iandrews@lakewoodalive.org](mailto:iandrews@lakewoodalive.org)**  
*Your logo file should be sent in vector format, if possible. In most cases that would be a file created in Adobe Illustrator (a file with a suffix of .ai, .tif, .eps or .pdf). If a vector file is not available, you may send us your logo as a TIFF or JPEG file as long as it is at a high resolution (at least 300 dpi at 3" square). Do NOT pull images from the web; they are too low in resolution for printing. Logos due no later than **September 21, 2018**.*

**Checks to be made Payable to:** LakewoodAlive

**Mail Check to:** LakewoodAlive, 14701 Detroit Avenue, #LL10, Lakewood, OH 44107

**Questions:** Contact Ian Andrews at: 216-521-0655 or [iandrews@lakewoodalive.org](mailto:iandrews@lakewoodalive.org)