

2023 LakewoodAlive Spooky Pooch Parade Sponsorship Form
October 14, 2023, 12:30-3:30
Madison Park

~~Title Sponsor - \$3,000 SOLD~~

- Feature your business in all press and media releases as title sponsor
- Logo featured on event banner displayed at the event
- Recognition given by emcee during the event
- Reserved high traffic table location for the parade festival (table to be supplied by sponsor)
- Ability to give away branded marketing materials
- Social media promotions, including your logo posted on the Spooky Pooch Parade webpage and link on the Facebook event page, as well as Facebook and Twitter posts during the weeks leading up to the event

Top Dog Sponsor - \$1,000

- Logo and link on event webpage
- Large logo featured on event banner displayed at the event
- Business listed on Facebook event and highlighted in social media posts
- Business listed in press releases
- Reserved high traffic table location for the parade festival (table to be supplied by sponsor)
- Recognition given by emcee during the event
- Ability to give away branded marketing materials

Dedicated Dog Sponsor - \$600

- Logo and link on event webpage
- Medium sized logo featured on event banner displayed at the event
- Business listed on Facebook event
- Business listed in press releases
- Reserved high traffic table location for the parade festival (table to be supplied by sponsor)
- Recognition given by emcee on stage during the event
- Ability to give away branded marketing materials

Poochy Sponsor - \$400

- Business listed on the event webpage
- Business listed in press releases
- Reserved table location for the parade festival (table to be supplied by sponsor)
- Ability to give away branded marketing materials



Partnership Letter of Agreement

Business/organization name _____, agrees to provide a financial sponsorship for the following events:

- _____ Title Sponsor (\$3,000)
- _____ Top Dog Sponsor (\$1,000)
- _____ Dedicated Dog Sponsor (\$600)
- _____ Poochy Sponsor (\$400)

LakewoodAlive agrees sponsorship with _____. As a sponsor, I understand that I will receive the applicable sponsorship opportunities described in this packet. I further understand that these opportunities will not be valid until this agreement is signed and my check has been received and accepted by LakewoodAlive.

Business/organization contact name & email address:

Contact name: _____

Email: _____

Phone number: _____

Business/organization address:

Business/organization phone:

Business/organization website address:

Authorized signature: _____

Date: _____

LakewoodAlive is a 501(c)3 community centered non-profit organization that fosters and sustains vibrant and welcoming neighborhoods.

Please send your company logo to Jo Higgins at jhiggins@lakewoodalive.org no later than Friday, September 15.

Your logo file should be sent in vector format, if possible. In most cases it will be a file with a suffix of .ai, .tif, .eps or .pdf. If you do not have a vector file, 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).

Checks to be made Payable to: LakewoodAlive

Mail Check to: LakewoodAlive, 12815 Detroit Avenue, Lakewood, OH 44107

Attn: Jo Higgins

Email: jhiggins@lakewoodalive.org

Mail: LakewoodAlive, 12815 Detroit Avenue, Lakewood, OH 44107

LakewoodAlive By The Numbers: A Sponsorship With Real ROI

Social Media Following	Over 25,000 Combined Followers on Facebook, Instagram, TikTok and Twitter
Email Reach	10,000 Recipients of Bi-Weekly Email Newsletter
Website Traffic	More than 12,000 Monthly Pageviews

Questions?

Please contact Jo Higgins at jhiggins@lakewoodalive.org or 216-521-0655.

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