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***Canine Adoption and Rescue League’s***

***21st Annual Pooch Parade, Dog Walk, Pet Expo & Dogathon***

***Saturday May 5, 2018***

***Promenade Park in Ventura***

***Top Dog Sponsor: $10,000***

* Title Sponsor for event
* Dog Walk Leader/ Grand Marshal of the Pooch Parade
* One (1) judging position on the panel for contests
* Stage time at Expo
* Verbal recognition during the Opening Ceremony
* Rescue Honor Plaque
* Media Coverage
* Company literature and/or product placed in walker’s goodie bag
* Mention in all printed materials including press release, flyers & posters
* Logo inside of event brochures & on all printed event materials
* Logo & link to company website for one (1) year, on the Pooch Parade website
* Up to four (4) company banners hung at event and 1 (one) in the stage area
* Three (3) 8’ tables & four (4) chairs per booth for your company (optional)
* Four (4) walk registrations (including T-shirt, goodie bag & parking pass)
* Logo displayed on back of event T-shirt

***Paws Up Sponsor: $5,000***

* Stage time at Expo
* Verbal recognition during the Opening Ceremony
* Rescue Honor Plaque
* Media Coverage
* Company literature and/or product placed in walker’s goodie bag
* Mention in all printed materials including press release, flyers & posters
* Logo inside of event brochures & on all printed event materials
* Logo & link to company website for one (1) year, on the Pooch Parade website
* Up to two (2) company banners hung at event and one (1) in the stage area
* Two (2) 8’ tables & four (4) chairs per booth for your company (optional)
* Three (3) walk registrations (including T-shirt, goodie bag & parking pass)
* Logo displayed on back of event T-shirt



***Best Friend Sponsor: $2,500***

* Verbal recognition during the Opening Ceremony
* Rescue Honor Plaque
* Media Coverage
* Company literature and/or product placed in walker’s goodie bag
* Mention in all printed materials including press release, flyers & posters
* Logo inside of event brochures & on all printed event materials
* Logo & link to company website for one (1) year, on the Pooch Parade website
* One (1) company banner hung in the stage area on event day
* One (1) 8’ table & two (2) chairs per booth for your company (optional)
* Two (2) walk registrations (including T-shirt, goodie bag & parking pass)
* Logo displayed on back of event T-shirt

***Hot Dog Sponsor: $1,500***

* Company literature and/or product placed in walker’s goodie bag
* Mention in all printed materials including press release, flyers & posters
* Logo inside of event brochures & on all printed event materials
* Logo & link to company website for one (1) year, on the Pooch Parade website
* One (1) company banner hung on event day
* One (1) 8’ table & two (2) chairs per booth for your company (optional)
* One (1) walk registration (including T-shirt, goodie bag & parking pass)
* Logo displayed on back of event T-shirt

***Tail Wagger Sponsor: $1,000***

* Logo inside of event brochures & on all printed event materials
* Logo & link to company website for one (1) year, on the Pooch Parade website
* One (1) company banner hung on event day
* One (1) 8’ table & two (2) chairs per booth for your company (optional)
* One (1) walk registration (including T-shirt, goodie bag & parking pass)
* Logo displayed on back of event T-shirt

***Pet Lover Sponsor: $500***

* One (1) stop sign with your company name on it at one of the water stops along the walk the day of the event
* One (1) 8’ table & two (2) chairs per booth for your company (optional)
* One (1) walk registration (including T-shirt, goodie bag & parking pass)
* Logo displayed on back of event T-shirt