



Petaluma's Butter & Egg Days Events are produced by the Petaluma Downtown Association

Sponsor Benefits Summary

Most importantly to the people of Petaluma who love this parade, your sponsorship fee will help us continue to celebrate Petaluma's history and wealth of community spirit annually.

Premier Sponsor of All Butter & Egg Days Events - \$10,000 -OPEN

- Presented By status acknowledged on letterhead and print materials.
- Top Of List status on all logo displays, lists, and printed acknowledgments. Including over-the-street banner, t-shirts, program, and website.
- Two entries in the parade; one at the start and one mid-parade, latest entry deadline for information.
- Two booth spaces in the Festival Area.
- Up to 4 banners may be provided for us to display around the event.
- Up to 10 VIP Seating tickets.
- Opportunity to talk about your support for the event at Opening Ceremonies.
- Your company will be acknowledged multiple times by Parade Announcers.
- Opportunity for a company entry-planning workshop, if desired.

Premier Sponsor of A Butter & Egg Days Main Attraction – \$5,000 – OPEN

Includes Butter & Egg Days Parade, Kids Parade, Kids Area, Main Stage, & Entry Workshop.

- Presented By status acknowledged with appropriate attraction.
- Second Tier status on all logo displays, lists, and printed acknowledgments. Including Billboard and over-the-street banner, t-shirts, program, and website.
- One entry in the parade with latest possible deadline for entry information.
- One booth space in the Festival Area.
- Up to 4 banners may be provided for us to display around the event.
- Up to 6 VIP Seating tickets.
- Your company will be acknowledged three times by Parade Announcers.

Sponsor of a Division or Secondary Attraction – \$1,500-\$2,500 - OPEN

Includes Parade Divisions, Cow Chip Contest, Opening Ceremonies, Button Sponsor

- Presented By status acknowledged with appropriate attraction.
- Third Tier status on all logo displays, lists, and printed acknowledgments. Including over-the-street banner, t-shirts, program, and website.
- One entry in parade or one booth space at Festival with latest possible deadline for entry information.
- Up to 2 banners may be provided for us to display around the event.
- Up to 4 VIP Seating tickets.
- Your company will be acknowledged twice by Parade Announcers.

Sponsor Club Leader – \$1,000 – OPEN

- One entry in the parade with latest possible deadline for entry information.
- We will put your logo on a sign leading the Sponsor Club Unit in the parade.
- Up to 1 banners may be provided for us to display around the event.
- Your company will be acknowledged by Parade Announcers.

Sponsor Club Member – \$750 – OPEN

- One entry in the parade with latest possible deadline for entry information.
- We will put your logo with two others on a sign in the Sponsor Club Unit in the parade.
- Your company will be acknowledged by Parade Announcers.

**To join our growing list of sponsors, call sponsor coordinator
Marie McCusker 707 762-9348, or email marie@petalumadowntown.com
We'll design a sponsorship that gives you just the promotion you want at
Petaluma's favorite event!**