



Sponsor Packet

BUTTER & EGG DAYS



APRIL 20



The 41st Annual
Petaluma Butter & Egg Days Parade & Celebration
Saturday, April 20, 2024

**Note: the Spring Antique Faire will be held the following weekend on Sunday, April 28*

10 am to 5 pm
Parade Starts at 12 Noon
Historic Downtown Petaluma, CA



Petaluma Downtown Association ~ PetalumaDowntown.com
707-762-9348 ~ Admin@PetalumaDowntown.com



Overview

WHAT

Petaluma's Butter & Egg Days Parade and Celebration is a quarter-century old tradition in Downtown Petaluma, celebrating the region's rich agricultural history as the birthplace of the incubator, which was the beginning of Petaluma's "Egg Basket to The World" title, and as one of the premier dairy regions in the country. Together with The Petaluma River, eggs and dairy products created an economy that turned Petaluma into one of the most prosperous communities in the state in the early 1900's.

The Butter & Egg Days Parade and Celebration typically draws over 25,000 attendees. The community parade showcases the best of Petaluma and Petaluma's history. The 100-unit parade will have over 3,000 participants, more than a hundred volunteers, and support from every aspect of community life. The spectators see floats, drill teams, novelty units, equestrian units, marching bands, and much more.

Activities before, during and after the parade include a block-long outdoor food court offering a wide variety of festival foods and beverages, a large area of arts and crafts exhibitors and a special area of activities to entertain youngsters with inflatable's, rides, and hands-on activities. Don't miss this great opportunity to participate in one of the North Bay's largest events.

THEME

"Greener Pastures" - *Sustaining Petaluma's Future*

Celebrating Petaluma's march towards a brighter, eco-conscious tomorrow!

Petaluma proudly presents its 41st annual parade "Greener Pastures" - *Sustaining Petaluma's Future*. Join us as we paint the town green and celebrate the importance of sustainability and preserving the beauty of our City and our planet. From enchanting farm-inspired floats to innovative displays promoting responsible practices, enjoy the eco-conscious messages that will highlight the connection between our community, businesses, and the environment. Marking 41 years of this annual tradition, let us come together to celebrate Petaluma's beautiful pastures as we march towards a greener, more sustainable future.

WHERE

Historic Downtown Petaluma, CA

WHEN

Saturday, April 20, 2024 ~ 10 am to 5 pm. Parade at Noon

BY WHO

Petaluma's 41st Annual Butter & Egg Day Parade & Celebration is proudly presented by the Petaluma Downtown Association. The Petaluma Downtown Association works in partnership with its members, the city, and the business community to protect Petaluma's historic character, sustain economic vitality, and promote a dynamic and welcoming downtown.



Event Highlights

**** 25,000 people fill the streets for the Annual Parade & Celebration ****



Presented by The Petaluma Downtown Association ~ PetalumaDowntown.com
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Sponsor Packages

Presenting Title Sponsor – \$25,000

Everything listed below and your company Name Listed as Title Sponsor in all event advertising

Premier Sponsor of All Butter & Egg Day Events – \$10,000

- Identified as Presenting Sponsor of event on poster & radio
- Opportunity to talk about your support for the event at Opening Ceremonies
- Top Tier Logo inclusion on all digital and printed acknowledgments (ads, program, website)
- Logo inclusion on Billboard (if available)
- Logo inclusion on over-the-street banner
- Logo inclusion on volunteer t-shirts
- Two entries in the parade (parade entry information must be received by March 15th)
- Two 10ftx10ft booth spaces in the Festival Area (may be donated to a non-profit, booth information must be received by March 15th)
- One Parade Unit Sign with your company name in Parade
- Up to 4 banners to display around the event (banners provided by sponsor, max size 2'x4' unless approved)
- 10 VIP Seating tickets (may be given away in Good Customer Drawings, to employees, to Senior Citizen groups, or to any other individuals or groups of your choice)
- 30 Promotional Event Buttons (may be used for discounts at participating businesses listed on Butterandeggdays.com)
- Your company will be acknowledged 4 times by Parade Announcers
- May provide a 50-word marketing message to be read by Parade Announcers (this is separate from your parade unit announcer script and allows you to identify your business, its services, and why you choose to be a Sponsor)
- May pass out promotional items during the parade (handouts must be approved & fit in with “green” requirements)

Premier Sponsor of a Main Attraction – \$5,000

Includes: Finish Line, Kids Parade, Kids Area, Main Stage, Recycling Stations, & Entry Workshop

- Identified as Presenting Sponsor of appropriate attraction
- Top Tier Logo inclusion on all digital and printed acknowledgments (ads, program, website)
- Logo inclusion on Billboard (if available)
- Logo inclusion on over-the-street banner
- Logo inclusion on volunteer t-shirts
- One entry in the parade (parade entry information must be received by March 15th)
- One 10ftx10ft booth space in the Festival Area (may be donated to a non-profit, booth information must be received by March 15th)
- One Parade Unit Sign with your company name in Parade
- Up to 3 banners to display around the event (banners provided by sponsor, max size 2'x4' unless approved)
- 6 VIP Seating tickets (may be given away in Good Customer Drawings, to employees, to Senior Citizen groups, or to any other individuals or groups of your choice)
- 10 Promotional Event Buttons (may be used for discounts at participating businesses listed on Butterandeggdays.com)
- Your company will be acknowledged 4 times by Parade Announcers
- May provide a 50-word marketing message to be read by Parade Announcers (this is separate from your parade unit announcer script and allows you to identify your business, its services, and why you choose to be a Sponsor)
- May pass out promotional items during the parade (handouts must be approved & fit in with “green” requirements)

Premier Beverage Garden Sponsorship – \$1,500 cash fee

What you provide: Product donation for beer booths, Day of Staff & equipment, 10ftx20ft branded tents

What we provide: SPONSORSHIP VALUE \$5,000-\$15,000

- Identified as Presenting Sponsor of Beverage Garden
- Beverage Tier Logo inclusion on all digital and printed acknowledgments (ads, program, website)
- Logo inclusion on Billboard (if available)
- Logo inclusion on over-the-street banner
- Logo inclusion on volunteer t-shirts
- One entry in the parade with latest possible deadline for entry information
- One Parade Unit Sign with your company name in Parade
- Up to 4 banners to display around the event (banners provided by sponsor, max size 2'x4' unless approved)
- 6 VIP Seating tickets (may be given away in Good Customer Drawings, to employees, to Senior Citizen groups, or to any other individuals or groups of your choice)
- 10 Promotional Event Buttons (may be used for discounts at participating businesses listed on Butterandeggsdays.com)
- Your company will be acknowledged 4 times by Parade Announcers
- May provide a 50-word marketing message to be read by Parade Announcers (this is separate from your parade unit announcer script and allows you to identify your business, its services, and why you choose to be a Sponsor)
- May pass out promotional items during the parade (handouts must be approved & fit in with "green" requirements)

Special Division Sponsor – \$2,500

- Identified as Special Division Sponsor Lead in Parade
- 2nd Tier Logo inclusion on all digital and printed acknowledgments (ads, program, website)
- Logo inclusion on volunteer t-shirts
- One entry in the parade (parade entry information must be received by March 15th)
- One 10x10 booth space in the Festival Area (may be donated to a non-profit, booth info must be received by March 15th)
- One Parade Unit Sign with your company name in Parade
- Up to 2 banners to display around the event (banners provided by sponsor, max size 2'x4' unless approved)
- 4 VIP Seating tickets (may be given away in Good Customer Drawings, to employees, to Senior Citizen groups, or to any other individuals or groups of your choice)
- 10 Promotional Event Buttons (may be used for discounts at participating businesses listed on Butterandeggsdays.com)
- Your company will be acknowledged 2 times by Parade Announcers
- May provide a 50-word marketing message to be read by Parade Announcers (this is separate from your parade unit announcer script and allows you to identify your business, its services, and why you choose to be a Sponsor)
- May pass out promotional items during the parade (handouts must fit in with "green" requirements)

Special Attraction Sponsor – \$1,750

Includes: Cow Chip Contest, Button Sponsor, Judging Station

- Identified as Presenting Sponsor of appropriate attraction
- 3rd Tier Logo inclusion on all digital and printed acknowledgments (ads, program, website)
- One entry in the parade OR One 10ftx10ft booth space in the Festival Area (may be donated to a non-profit, booth/parade entry information must be received by March 15th)
- One Parade Unit Sign with your company name in Parade
- Up to 1 banner to display around the event (banners provided by sponsor, max size 2'x4' unless approved)
- 2 VIP Seating tickets (may be given away in Good Customer Drawings, to employees, to Senior Citizen groups, or to any other individuals or groups of your choice)
- 10 Promotional Event Buttons (may be used for discounts at participating businesses listed on Butterandeggsdays.com)
- Your company will be acknowledged 1 time by Parade Announcers
- Can pass out promotional items during the parade (handouts must be approved & fit in with "green" requirements)

Corporate Display Sponsor – \$1,500

- 10ftx10ft corner booth space in the Festival Area (booth space information must be received by March 15th)
- 3rd Tier Logo inclusion on website

Sponsor Club Leader – \$1,000

- 3rd Tier Logo inclusion on website
- One entry in the parade (may be donated to a non-profit, parade entry information must be received by March 15th)
- We will put your name/logo on a sign leading the Sponsor Club Unit in the parade
- 1 banner to display around the event (banners provided by sponsor, max size 2'x4' unless approved)
- 5 Promotional Event Buttons (may be used for discounts at participating businesses listed on Butterandeggdays.com)
- Your company will be acknowledged 1 time by Parade Announcers

Sponsor Club Member – \$750

- 3rd Tier Logo inclusion on website
- One entry in the parade (may be donated to a non-profit, parade entry information must be received by March 15th)
- We will put your name/logo with two others on a sign in the Sponsor Club Unit in the parade
- 1 banner to display around the event (banners provided by sponsor, max size 2'x4' unless approved)
- Your company will be acknowledged 1 time by Parade Announcers
- Non-profit organizations may pass out promotional items during the parade at this level (handouts must fit in with “green” requirements)

Trade / In-Kind Sponsorship Levels available upon request - email Marie@PetalumaDowntown.com