



# Sponsor Packet

## The 40<sup>TH</sup> Annual Petaluma Butter & Egg Days Parade & Celebration Saturday, April 22, 2023

*\*New this year: the Spring Antique Fair will be held the following weekend on Sunday, April 30th*

10:00 AM to 5:00 PM  
The Parade Starts at 12:00 Noon  
Historic Downtown Petaluma, CA



### ***HOW DO I SPONSOR THE EVENT?***

- Please read the attached information on the benefits of sponsoring this event.
- Review the different levels and decide on which one you are interested in.
- Contact us at [Marie@PetalumaDowntown.com](mailto:Marie@PetalumaDowntown.com) or call 707-762-9348 or mail/email the attached application with your selection.
- Then we will send you a contract and the promotion for your company can begin!

Presented by The Petaluma Downtown Association ~ [www.PetalumaDowntown.com](http://www.PetalumaDowntown.com)  
707-762-9348 ~ [Admin@PetalumaDowntown.com](mailto: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: "There's No Place Like Home" - Celebrating the Parade's 40<sup>th</sup> Ruby Jubilee

The 2023 parade highlights 40 years of tradition in Petaluma and is an opportunity to celebrate our community, our history, and our great sense of fun! This year we ask you to join in celebrating the Ruby Jubilee Anniversary and the Theme of "There's no Place Like Home" which will incorporate artistic visions from the Land of OZ, Ruby Slippers, our amazing earth (as it's also EARTH DAY), and what makes Petaluma such a special Hometown. This year's parade should inspire and bring smiles to the masses. It's our day to shine, celebrate with our community, and show off all of the wonderful qualities Petaluma is known for that makes it the best place on Earth to call home.

## WHERE

In historic Downtown Petaluma, CA 94952

## WHEN

Saturday, April 22, 2023 ~ 10 am to 5 pm. Parade at Noon

## BY WHO

*Petaluma's 40<sup>th</sup> 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 \*\***





# Sponsor Packages

## Title Sponsor - \$25,000

Everything listed below and Company Name Listed as Title Sponsor in all advertising and Event image

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

- 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

*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

*Includes Parade Divisions, Cow Chip Contest, Button Sponsor, Judging Station*

- Presented By status acknowledged with appropriate attraction.
- Third Tier status on all logo displays, lists, and printed acknowledgments. Including over-the-street banner (**both at \$2,500 level**) t-shirts, program, and website.
- One entry in parade or one booth space at Festival (**both at \$2,500 level**) with latest possible deadline for entry.
- 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.

## Corporate Display Sponsor – \$1,500

- 10x10 Corner Booth at Festival only- logo inclusion on the website

## Sponsor Club Leader – \$1,000

- 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

- 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.



# Butter & Egg Days Sponsor Application Page 1

COMPANY NAME: \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

WEBSITE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

ONSITE CONTACT: \_\_\_\_\_ CELL PHONE: \_\_\_\_\_

DESCRIPTION OF WHAT WILL BE PROMOTED IN PARADE & SIZE REQUIRED:

\_\_\_\_\_  
\_\_\_\_\_

**LEVEL:**

I would like to sponsor at the level of (please check one):

- Title Sponsor \$25,000
- Premier Sponsor of All Butter & Egg Days Events \$10,000
- Premier Sponsor at Main Attraction \$5,000
- Sponsor of Division or Secondary Attraction \$2,500
- Corporate Display Sponsor \$1,500
- Sponsor Club Leader \$1,000
- Sponsor Club Member \$750
- In-Kind Media Sponsor valued at \$ \_\_\_\_\_
- Other \$ \_\_\_\_\_
- I would like to personalize my sponsorship level

Have special space requirements? Call or email us and we can personalize your participation level.

**PAYMENT INFORMATION (please check one):**

- Check enclosed
- Invoice me
- Payment will come later
- Charge a credit card (5% processing fee added) cc # \_\_\_\_\_ exp \_\_\_\_\_

Signature for credit card Authorization: \_\_\_\_\_ date: \_\_\_\_\_

- Make all checks payable to **The Petaluma Downtown Association** and mail to 210 Lakeville Street, Petaluma, CA 94952

PLEASE READ AND SIGN THE NEXT PAGE

**Presented by The Petaluma Downtown Association ~ [www.PetalumaDowntown.com](http://www.PetalumaDowntown.com)  
707-762-9348 ~ [Admin@PetalumaDowntown.com](mailto:Admin@PetalumaDowntown.com)**



# Butter & Egg Days Sponsor Application Page 2

Please fill out the Sponsor Application Page 1 & 2 and fax, email or mail to:  
[Marie@PetalumaDowntown.com](mailto:Marie@PetalumaDowntown.com)  
707-762-9348

1. **The Petaluma Downtown Association** shall use its best efforts to produce and promote the above festival with arts & crafts, music, entertainment, food, and beverages. The event is free to the public.
2. **SPONSOR** will promote and market its products and services at the event. Any premium giveaway items must be approved by **The Petaluma Downtown Association** prior to the event. All activity related to the promotion will take place within the confines of the booth space only at the event. There are no roaming rights granted to you at the event, unless otherwise specified. There will be no direct sales of products at the event from the space, unless otherwise approved.
3. In consideration of all rights granted you in this agreement, **SPONSOR** agrees to pay **The Petaluma Downtown Association**, a total cash sponsorship fee for participation in the event. PDA will email a participant packet to **SPONSOR** that contains all necessary set up information 20 days prior to the Festival.
4. **SPONSOR** agrees to indemnify and hold harmless **The Petaluma Downtown Association** and each of its officers, employees, directors and agents or clients from all claims, liabilities, costs or expenses, including reasonable attorneys' fees that arise from or may be attributable to any error, omission or fault of **SPONSOR**. **SPONSOR** indemnification obligations hereunder will survive the termination or expiration of this Agreement.
5. Once we have a completed executed sponsorship agreement and payment for the Festivals **SPONSOR** has agreed to participate in, there are no refunds available. All sponsorship fees will be committed to the promotion, marketing, advertising and production of the events. We may in, some cases, be able to forward the sponsorship fees to other events within the same calendar year. All cancellation requests must be made in writing and received by our office via fax, email or regular mail. Please site the reason for the cancelation.
6. Each party represents and warrants that it is free to enter into this Agreement without violating the rights of any person, that its trademarks do not infringe on the trademarks or trade names of any person and that it will comply with all laws and regulations pertinent to its business.
7. **SPONSOR** shall name **The Petaluma Downtown Association its officers, agents and employees, its client, and the City of Petaluma** as additional insured on its insurance and provide **The Petaluma Downtown Association** a certificate of the insurance prior to the events. *If we do not receive the insurance certificate prior to the event, you will not be able to set up.* Please include the following additional insureds on the insurance cert:  
**The Petaluma Downtown Association, its officers, agents and employees, Sonoma County and the City of Petaluma**
8. Let it be known that **The Petaluma Downtown Association** is not liable for any failure to perform hereunder resulting from unforeseen events or circumstances beyond its control including, but not limited to, any delay, postponement or cancellation due to adverse weather, other natural catastrophes, labor disputes, strikes, wars, riots, insurrections, civil commotions, fire, flood, accident, act of God, Terrorism or other conditions beyond its control.
9. This Agreement does not constitute a partnership or joint venture or principal-agent relationship between us. It shall be governed by the laws of the State of California. It is complete and represents the entire agreement between the parties.
10. **SPONSOR** is responsible for any additional costs it incurs in excess of agreed upon amounts above.

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

NAME: \_\_\_\_\_ COMPANY: \_\_\_\_\_