



August, 2010

Dear Friend,

Boo! It is time for the Third Annual *Spooky Pooch Parade*. The *Spooky Pooch Parade* is quickly becoming a Halloween tradition for the families and residents of Lakewood and Northeast Ohio. On Saturday, October 16, 2010, the Downtown Lakewood business district will welcome a troupe of dogs and their owners – dressed for the occasion in their best Halloween costumes! This truly unique event is the only one of its kind in the region and attracts pet lovers from all over Northeast Ohio. Check out the videos from last year's parade:

<http://www.cnn.com/video/#/video/us/2009/10/18/vo.spooky.pooch.parade.cnn> and

<http://www.youtube.com/watch?v=EHrtHoOnaIQ>

Proceeds raised from the *Spooky Pooch Parade* will go towards Downtown Lakewood revitalization and the Lakewood Animal Shelter. To assure the success of the *Spooky Pooch Parade* and to work towards the mission of LakewoodAlive WE NEED YOUR SPONSORSHIP SUPPORT!

This year the following sponsorship opportunity is available to help support the *Spooky Pooch Parade*.

DEDICATED DOG SPONSORSHIP: \$250.000

- Company logo representation on all event advertisements, signage and brochures,
- Company name and logo on stage signage at event,
- Company name inclusion in all communications, including news releases
- Company name and logo on website with hotlink to company website.
- Company may have a table or provide information for attendees at the event. (table to be supplied by Sponsor)

To Make the Most of Your Sponsorship Please Notify Us Immediately of Your Support!

TABLE VENDOR: \$25.00 - \$50.00

- Reserved Table Location at the Event (Company must provide their own table)
- Name and Description of Table Offering on website
- Name Recognition at Event by Emcee
- Opportunity to promote or fundraise for your organization or company

RAFFLE ITEM DONOR

Please consider donating a Raffle Item. All raffle item donors will be recognized on website and at the event.

We are excited to provide this wonderful opportunity for Lakewood residents and the Northeast Ohio community to celebrate Halloween, encourage healthy living, stimulate economic activity in our community and help the local animal shelter.

Mary Anne Crampton
Executive Director

Shannon Strachan
Marketing & Development Director

Lacey Hoffmann
Volunteer Event Chair

LakewoodAlive is a 501(c)(3) economic development organization in the inner-ring suburb of Lakewood, Ohio. Downtown Lakewood, a program of LakewoodAlive, is dedicated to the revitalization of Lakewood's historic downtown district. www.downtownlakewood.org



SPOOKY POOCH PARADE
Sponsor, Vendor & Raffle Application

Company Name _____

Company Contact Name & Email Address:

Company Address: _____

Company Phone: _____

Company Website Address: _____

_____ Sponsor _____ Table Vendor _____ Raffle Donor

Table vendor cost: \$25.00 Non-profit \$50.00 for profit business

Raffle Item: _____

I will deliver Raffle Item _____ Please Call to Arrange Pick-Up _____
(If Delivering, Deliver to: 14701 Detroit Avenue, #LL10, Lkwd, OH)

Please forward Company logo in jpeg format to:
sstrachan@lakewoodalive.com

Please Make Checks Payable to: LakewoodAlive

Mail Check to: LakewoodAlive
14701 Detroit Avenue, #LL10
Lakewood, OH 44107

Questions: Contact Mary Anne or Shannon at: 216-521-0655 or
Shannon at: sstrachan@lakewoodalive.com
www.downtownlakewood.org

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