



WHY SAVE THE PARADE?

Annually the Butter & Egg Days Parade

- **Draws over 25,000 people into the Downtown**
 - Introducing the local businesses to potential customers
 - Giving the community a feeling that they have a vibrant hometown
- **Showcases more than 100 units with more than 3,000 people in the parade**
 - Giving them a chance to be applauded by their community for their achievements
 - Giving the community a chance to recognize and learn about its history and resources
- **Keeps alive the memory of Petaluma's unique and rich history**
 - of being an agricultural, transportation, and financial center for the region
 - of innovation and industry as the Egg Capital of the World, and later a leading Telecom Valley North

YES !! I want to help make sure The Butter & Egg Days Parade can keep marching!

Please sign me up for the Business Sponsorship that I've checked, below.

Trophy Sponsor

Contribute \$120 to the parade and your name will be engraved on a trophy awarded to one of the winning entries. You can also contribute \$300 and your name will be engraved on three trophies and announced three times at the Awards Program.

Sponsor Club Member

Contribute \$500 to the parade and your name will be carried on a sign in our Sponsor Club Unit in the parade and will be announced by all 5 announcers along the route.

Sponsor Club Leader

Contribute \$1,000 and your logo will be on one of the signs leading the Sponsor Club unit in the parade and your company may enter one unit in the parade for no additional fee.

Be a Business Friend of the Parade

Purchase 12 or more buttons and give them to your employees to wear during April in support of keeping the parade. Cost for 12 Friends of the Parade buttons is \$60.

All Business Sponsors will also be acknowledged with a listing in our Thank You Ads, and in print materials as they are available. Deadline for recognition is March 19.

Please make out your check to Butter & Egg Days Parade/PDA.

The Butter & Egg Days Parade is a program of the Petaluma Downtown Association, a 501(c)6 nonprofit corporation. Your contribution is not tax deductible as a charitable donation, but may be deductible as a business expense. Please consult with your own tax advisor.

Please print the following information

Please give all recognition to: _____
Please print the name of the business as you want to see it in print.

Contact Name: _____

Contact Title: _____ Day Phone: _____

Email Address: _____

Mailing Address including zip code: _____

Signature: _____

Please return this form & your check by March 19 for all recognitions.

To Butter & Egg Days Parade/PDA, 6 Petaluma Blvd N, Suite A-11, Petaluma, CA 94952

Questions? Call Toni at 707 763-0344.