



Dear Yasir,

Preparations for the 2011 Howl-ween Parade and Paws for A Cause Festival have begun. This year, the Festival will be held in Cold Spring Harbor, New York on Saturday, October 29th with a raindate on Sunday, October 30th. Canines from all over the world are planning to participate in the chic canine costume parade and “Paws for A Cause” festival.

Spectators will line Main Street to see canines model their finest costumes as they march to the tune “Who Let the Dogs Out!” The parade will begin at the corner of Main Street (Route 25A) and Spring Street at 1:00 PM and culminates in an exciting festival at Cold Spring Harbor Park where the canine celebrities will be greeted by “pupparazzi” as they enter the park. The park will include children activities, arts & craft vendors and live entertainment. According to confidential sources, the guest list is a “Who’s Who” of the canine world.

Sponsorship opportunities are available. You will find various levels of sponsorship on the attached form or we can customized a package that will fit your budget. Sponsorship is a great way to feel connected to your community, meet new people, and have some fun while at the same time maximize exposure for your company.

As I mentioned to you, if you could possible sponsor at the \$1,000 level, we would offering a Festival naming opportunity as follows: Paws for a Cause Festival Sponsored by Westy's.

We are looking forward to hearing from you! If you have any questions, please do not hesitate to contact us at 631-367-8599 or on the web at www.howl-ween.com

Cordially,

Alyssa Nightingale
Alyssa Nightingale



2011 Howl-ween®

Saturday, October 29th (rain date: Sunday, October 30th) 1:00 pm – 5:00 pm

SPONSORSHIP OPPORTUNITIES

• GOLD SPONSORSHIP --- \$2,500

- Premier Sponsor at Event
- 2 Vendor Spaces at Event (10x10)
- Recognition on all publicity and press releases
- Company Banner displayed at Event (10' x 3")
- Live mentions of organization throughout the event

- Logo or Name as Sponsor on Website
- Promotional Mentions on marketing materials

• SILVER SPONSORSHIP --- \$1,000

- Recognition on all publicity and press releases
- Vendor Space at Event (10x10)
- Company Banner displayed at Event (8' x 3")
- Live mentions of organization throughout the event

- Logo or Name as Sponsor on Website
- Promotional Mentions on marketing materials

BRONZE SPONSORSHIP --- \$500

- Recognition on all publicity and public relations
- Vendor Space at Event (10x10)
- Live mention of organization throughout the event

- Logo or Name as Sponsor on Website
- Promotional Mentions on marketing materials

ANIMAL RESCUE SUPPORTER --- \$200

- Vendor Space at Event (10x10)

- Logo or Name as Sponsor on Website

FRIEND OF CORKY --- \$100

- Logo or Name as Sponsor on Website

SPONSORSHIP REGISTRATION FORM

Payment:

Check Enclosed for \$ _____

Name: _____ Business Name: _____

Address: _____ City/State/Zip: _____

Phone: _____ E-Mail: _____

A Description of you
Items: _____

Payable to: Howl-ween c/o Nightingale PR, 93 Main Street, Cold Spring Harbor, NY 11724