2027 PARTNERSHIP OPPORTUNIES



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Dear Community Partner,

We are delighted to announce that the City of Mandeville's annual Krewe du Pooch Pet Parade and Costume Contest is scheduled for Saturday, February 20, 2027. As we embark on our eighth year, we are excited to unveil this year's theme: "AmusementBARK."

Our past events have been incredibly successful, thanks to the generous contributions of our sponsors. Your support has been invaluable, and we are confident that this year's event will be even better with your continued partnership.

Krewe du Pooch aims to create a family-friendly event that supports local businesses and promotes animal welfare. The proceeds directly benefit our community by providing crucial support to local animal shelters and rescue facilities. Your contributions help us improve our annual event and strengthen our community as a whole.

Please review our sponsorship options and let us know how you would like to partner with us to make a difference. We deeply appreciate your support and look forward to working with you on the Krewe du Pooch 2027 parade!

Best,

Andre Judice, Ph.D., Liza Ledet, DVM, and Alia Casborne
Event Chairs, Krewe du Pooch Dog Parade & Costume Contest







2027 PARTNERSHIP OPPORTUNIES

	PRESENTING POOCH $8,500	PREMIER POOCH SOLD	PRIME POOCH $3,500	COSTUME CONTEST SOLD	PLATINUM POOCH $2,000	POOCH PATROL $1,000	PAL DU POOCH $500
PARADE PARTICIPATION	🐾	🐾	🐾	🐾	🐾	🐾	🐾
REPRESENT BUSINESS IN PARADE	🐾	🐾	🐾	🐾	🐾	🐾	🐾
BOOTH SPACE	🐾	🐾	🐾	🐾	🐾	🐾	🐾
WEBSITE RECOGNITION	🐾	🐾	🐾	🐾	🐾	🐾	🐾
SIGNAGE RECOGNITION	🐾	🐾	🐾	🐾	🐾	🐾	
GROUP SOCIAL MEDIA POST	🐾	🐾	🐾	🐾	🐾	🐾	
PRINT RECOGNITION	🐾	🐾	🐾	🐾	🐾		
T-SHIRT INCLUSION	🐾	🐾	🐾	🐾	🐾		
DEDICATED SOCIAL MEDIA POST	🐾	🐾	🐾	🐾			
STAGE RECOGNITION	🐾	🐾	🐾	🐾			
REGISTRATION PACKET	🐾	🐾	🐾	🐾			
PHOTO BOOTH RECOGNITION	🐾	🐾					
TV & RADIO	🐾	🐾					
PREMIUM SOCIAL MEDIA	🐾	🐾					
SELECT KING OR QUEEN		🐾					
GRAND MARSHAL OF PARADE	🐾						
YEAR LONG EVENT INCLUSION	🐾						
VIP TENT	🐾						
REPRESENTATIVE SPEAK ON STAGE	🐾						
EMCEE RECOGNITION	🐾						

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PRESENTING POOCH

- **Registration for 10 Dogs:** Register up to 10 dogs with a total of 50 handlers to walk in the parade
- **Promotional Opportunities:** Distribute promotional materials throughout the parade
- **Booth Space:** Set up a 10x10 tent on the parade route to promote your business
- **Online Presence:** Your business name/logo on the City of Mandeville and Krewe Du Pooch websites
- **Recognition Signage:** Your business name/logo prominently listed on signage throughout the parade route
- **Social Media Promotion:** Premium social media promotion with up to 5 dedicated posts, stories or reels on all Krewe Du Pooch social media platforms *(leading up to the parade or within six months post-event as requested)*
- **Printed Materials:** Your business name/logo featured on all print materials, including posters, banners, and flyers
- **Event T-shirts:** Your business name/logo on the back of the official parade t-shirt
- **Stage Acknowledgment:** Your business name/logo represented on the main stage
- **Participant Packets:** Opportunity to include promotional materials in participant registration packets *(Sponsors often opt to provide a branded bag/backpack filled with promotional materials)*
- **Photo Booth Recognition:** Your business name/logo represented at the event photo booth
- **Media Exposure:** Business recognition in all television and radio advertising related to the event
- **Parade Leadership:** Head up our parade as the **Grand Marshal** *(includes you, your pooch & your walking group)*
- **Adoption Event Presence:** Recognition and an opportunity to set up a 10x10 tent space at all adoption events outside of parade day
- **VIP Tent:** Access for up to 10 people in our parade day VIP tent, with exclusive access to food & alcoholic beverages
- **Speaking Opportunity:** An opportunity for a representative from your business to speak on stage on parade day
- **Emcee Acknowledgment:** Ongoing recognition by the emcee throughout parade day



$8,500

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PREMIER POOCH

- **Registration for 5 Dogs:** Register up to 5 dogs with a total of 25 handlers to walk in the parade
- **Promotional Opportunities:** Distribute promotional materials throughout the parade
- **Booth Space:** Set up a 10x10 tent on the parade route to promote your business
- **Online Presence:** Your business name/logo on the City of Mandeville and Krewe Du Pooch websites
- **Recognition Signage:** Your business name/logo prominently listed on signage throughout the parade route
- **Social Media Promotion:** Preferred social media promotion with up to 3 dedicated posts, stories or reels on all Krewe Du Pooch social media platforms *(leading up to the parade or within six months post-event as requested)*
- **Printed Materials:** Your business name/logo featured on all print materials, including posters, banners, and flyers
- **Event T-shirts:** Your business name/logo on the back of the official parade t-shirt
- **Stage Acknowledgment:** Your business name/logo represented on the main stage
- **Participant Packets:** Opportunity to include promotional materials in participant registration packets *(Sponsors often opt to provide a branded bag/backpack filled with promotional materials)*
- **Photo Booth Recognition:** Your business name/logo represented at the event photo booth
- **Media Exposure:** Business recognition in all television and radio advertising related to the event
- **Parade Leadership:** Select a **King** or **Queen** to preside over the parade *(includes you, your pooch & your walking group)* **BOTH SOLD FOR 2027**



PRIME POOCH

- **Registration for 3 Dogs:** Register up to 3 dogs with a total of 8 handlers to walk in the parade
- **Promotional Opportunities:** Distribute promotional materials throughout the parade
- **Booth Space:** Set up a 10x10 tent on the parade route to promote your business
- **Online Presence:** Your business name/logo on the City of Mandeville and Krewe Du Pooch websites
- **Recognition Signage:** Your business name/logo prominently listed on signage throughout the parade route
- **Social Media Promotion:** Dedicated social media promotion with 1 dedicated post, story or reel on all Krewe Du Pooch social media platforms
- **Printed Materials:** Your business name/logo featured on all print materials, including posters, banners, and flyers
- **Event T-shirts:** Your business name/logo on the back of the official parade t-shirt
- **Stage Acknowledgment:** Your business name/logo represented on the main stage
- **Participant Packets:** Opportunity to include promotional materials in participant registration packets *(Sponsors often opt to provide a branded bag/backpack filled with promotional materials)*



COSTUME CONTEST

- **Registration for 1 Dog:** Register 1 dog with a total of 2 handlers to walk in the parade
- **Promotional Opportunities:** Distribute promotional materials throughout the parade
- **Booth Space:** Set up a 10x10 tent on the parade route to promote your business
- **Online Presence:** Your business name/logo on the City of Mandeville and Krewe Du Pooch websites
- **Recognition Signage:** Your business name/logo prominently listed on signage throughout the parade route
- **Social Media Promotion:** Dedicated social media promotion with 1 dedicated post, story or reel on all Krewe Du Pooch social media platforms
- **Printed Materials:** Your business name/logo featured on all print materials, including posters, banners, and flyers
- **Event T-shirts:** Your business name/logo on the back of the official parade t-shirt
- **Stage Acknowledgment:** Your business name/logo represented on the main stage
- **Participant Packets:** Opportunity to include promotional materials in participant registration packets *(Sponsors often opt to provide a branded bag/backpack filled with promotional materials)*



PLATINUM POOCH

- **Registration for 1 Dog:** Register 1 dog with 1 handler to walk in the parade
- **Promotional Opportunities:** Distribute promotional materials throughout the parade
- **Booth Space:** Set up a 10x10 tent on the parade route to promote your business
- **Online Presence:** Your business name/logo on the City of Mandeville and Krewe Du Pooch websites
- **Recognition Signage:** Your business name/logo prominently listed on signage throughout the parade route
- **Social Media Promotion:** Inclusion in 1 group post on all Krewe Du Pooch social media platforms
- **Printed Materials:** Your business name/logo featured on all print materials, including posters, banners, and flyers
- **Event T-shirts:** Your business name/logo on the back of the official parade t-shirt



POOCH PATROL

- **Registration for 1 Dog:** Register 1 dog with 1 handler to walk in the parade
- **Promotional Opportunities:** Distribute promotional materials throughout the parade
- **Booth Space:** Set up a 10x10 tent on the parade route to promote your business
- **Online Presence:** Your business name/logo on the City of Mandeville and Krewe Du Pooch websites
- **Recognition Signage:** Your business name/logo prominently listed on signage throughout the parade route
- **Social Media Promotion:** Inclusion in 1 group post on all Krewe Du Pooch social media platforms



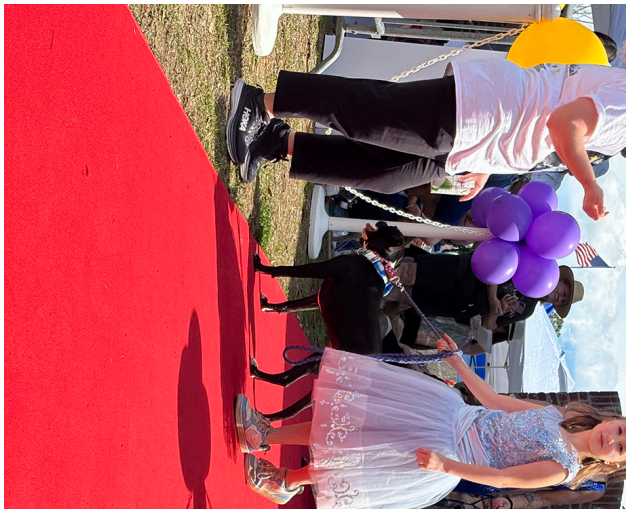
PAL DU POOCH

- **Registration for 1 Dog:** Register 1 dog with 1 handler to walk in the parade
- **Promotional Opportunities:** Distribute promotional materials throughout the parade
- **Booth Space:** Set up a 10x10 tent on the parade route to promote your business
- **Online Presence:** Your business name/logo on the City of Mandeville and Krewe Du Pooch websites









2027 PARTNERSHIP COMMITMENT

PLEASE CHECK ONE:

- ☐ PRESENTING POOCH **$8,500**
- ☐ SOLD PREMIER POOCH **$5,500**
- ☐ PRIME POOCH **$3,500**
- ☐ PLATINUM POOCH **$2,000**
- ☐ POOCH PATROL **$1,000**
- ☐ PAL DU POOCH **$500**

PLEASE FILL IN THE FOLLOWING:

BUSINESS/SPONSOR NAME: _____

CONTACT NAME: _____

PHONE: _____ EMAIL: _____

PAYMENT INFORMATION:

☐ CHECK ENCLOSED
MADE OUT TO KREWE DU POOCH
Mail to: Krewe du Pooch | 419 Girod St. | Mandeville, LA 70448

☐ PLEASE CHARGE MY CREDIT CARD

CARD NUMBER _____

NAME ON CARD _____

EXP _____ CVV _____

SCAN TO PAY