



January 29, 2024

Dear Supporter of the **Memorial Library of Nazareth and Vicinity**,

We invite you to **SPONSOR** an exciting fundraiser for the library: **The 2024 PET PARADE!!**

This event will serve as the kickoff for our annual Summer Reading Program, and we hope it will become a much-loved annual tradition in Nazareth. The event will take place Saturday, May 18th, 2024 at 10 am between Veteran's Field, the site of the former Nazareth Library at Green St. and Center St., and the library. The route will proceed around the town circle (with the full and enthusiastic support of the Farmers' Market!) on the route. Awards in various fun categories will be presented as part of the event.

Please see the Pet Parade sponsorship donation levels below. We would greatly appreciate, and look forward to, your business being a sponsor of this wonderful community event, while providing excellent exposure for your business. **All sponsors have the opportunity for their name or logo imprinted on t-shirts for participants.** The parade will be advertised in our district schools, senior centers, churches, and community centers. In addition, we will spread the word via various library marketing materials, e-newsletters, and social media.

We hope you will join us and give our children a one-of-a-kind start to the Summer Reading Program. The annual program spans two months, attracts hundreds of young participants, encourages the cultivation of reading skills and creativity, and helps prepare children for the upcoming academic year.

The sponsorship deadline is April 26, 2024, and sponsorships are limited.

If you are interested in learning more or have any questions, you may contact me directly at (610) 759-4932 x.6 or e-mail bookkeeper Jill Silvius at jsilvius@nazarethlibrary.org.

Sincerely,

Holly Bennett
MLNV Executive Director



2024 MLNV Pet Parade Sponsorship Opportunities

“Top Dog(s)” Sponsor: \$1,000

- Individual or company name/logo printed on the back of the t-shirt (**Large-sized logo**) – Note that all participants registered by April 26 will be given one free t-shirt; additional t-shirts will be available for purchase.
- Recognition on various library marketing materials and e-newsletters, social media, and promotional mentions through June 2024
 - This includes the library’s web presence, Facebook, and Instagram
 - Exposure in the library’s newsletter which reaches over 1,500 subscribers
 - A space on the day of the event to host an informational table to promote your business
 - Individual or company recognition/logo looped on the electronic bulletin board in the lobby of the library
 - Free 2’x5’ vinyl banner with company name/logo (supplied by library) in parade
 - Ability to add items, if desired, to swag bag that will be distributed to all registrants

“Cat’s Meow(s)” Sponsor: \$500

- Individual or company name/logo printed on the back of the t-shirt (**Medium-sized logo**) – Note that all participants registered by April 26 will be given one free t-shirt; additional t-shirts will be available for purchase.
- Recognition on various library marketing materials and e-newsletters, social media, and promotional mentions through May 2024
 - This includes the library’s web presence, Facebook, and Instagram
 - Exposure in the library’s newsletter which reaches over 1,500 subscribers
 - A space on the day of the event to host an informational table to promote your business
 - Individual or company recognition/logo looped on the electronic bulletin board in the lobby of the library
 - Free 2’x3’ vinyl banner with company name/logo (supplied by library) in parade
 - Ability to add items, if desired, to swag bag that will be distributed to all registrants

“Pick(s) of the Litter” Sponsor: \$200

- Individual or company name/logo printed on the back of the t-shirt (**Small-sized logo**) – Note that all participants registered by April 26 will be given one free t-shirt; additional t-shirts will be available for purchase.
- Recognition on various library marketing materials and e-newsletters, social media, and promotional mentions through May 2024
 - This includes the library’s web presence, Facebook, and Instagram
 - Exposure in the library’s newsletter which reaches over 1,500 subscribers
 - Individual or company recognition/logo looped on the electronic bulletin board in the lobby of the library
 - Ability to add items, if desired, to swag bag that will be distributed to all registrants

*Swag bag items from all sponsors must be submitted to the library by May 13th.

Sponsor t-shirts can be picked up at the library at this time.



2024 MLNV Pet Parade Sponsorship Form

**Yes, the Memorial Library of Nazareth can count on my support
as a sponsor of the Pet Parade!**

Name of sponsoring individual/business/organization, as you would like it to be promoted:

Contact person:

Phone:

E-mail:

STEP ONE: Choose a sponsorship level:

_____	“Top Dog” Sponsor:	\$1,000 donation
_____	“Cat’s Meow” Sponsor:	\$500 donation
_____	“Pick of the Litter” Sponsor:	\$200 donation

STEP TWO: Choose one payment method:

_____ My donation check is enclosed. (Include this completed slip with a donation check made payable to MLNV with “Pet Parade Sponsorship” on the memo line. Mail to Memorial Library of Nazareth and Vicinity, 295 E. Center St., Nazareth, PA 18064, attn: Jill Silvius).

_____ I authorize the MLNV to charge my credit card for my sponsorship donation. (Please complete the fields below and mail this slip to Memorial Library of Nazareth and Vicinity, 295 E. Center St., Nazareth, PA 18064, attn: Jill Silvius).
Printed name on card:

Card number: _____ Expiration date: _____

SEC: _____ Signature: _____

_____ I prefer to provide my credit card payment via phone or the MLNV website and would like to be contacted by the MLNV bookkeeper for this purpose. (Please mail this slip to Memorial Library of Nazareth and Vicinity, 295 E. Center St., Nazareth, PA 18064, attn: Jill Silvius. She will reach out to you).

STEP THREE: Circle one → **Yes** **No** As a sponsor, I intend to donate items for the swag bags by May 13th.

STEP FOUR: Email the logo for the banner and t-shirt to jsilvius@nazarethlibrary.org.

The Memorial Library of Nazareth and Vicinity is a 501(c)(3) nonprofit entity. No goods or services are exchanged for your donation. Please consult your accountant for contribution deductibility.