



*Petaluma's 29th Annual
Butter & Egg Days
Saturday, April 24th ~ 10 am to 5 pm
Parade at Noon*



Overview

WHAT Petaluma's Butter & Egg Days Parade and Celebration is a quarter-century old tradition in Downtown Petaluma, celebrating the region's rich agricultural history as the birthplace of the incubator, which was the beginning of Petaluma's "Egg Basket to The World" title, and as one of the premier dairy regions in the country. Together with The Petaluma River, eggs and dairy products created an economy that turned Petaluma into one of the most prosperous communities in the state in the early 1900's

The Butter & Egg Days Parade and Celebration typically draws over 25,000 attendees. The community parade showcases the best of Petaluma and Petaluma's history. The 100-unit parade will have over 3,000 participants, more than a hundred volunteers, and support from every aspect of community life. The spectators see floats, drill teams, novelty units, equestrian units, marching bands, and much more.

Activities before, during and after the parade include a block-long outdoor food court offering a wide variety of festival foods and beverages, a large area of arts and crafts exhibitors and a special area of activities to entertain youngsters with inflatable's, rides, and hands-on activities. Don't miss this great opportunity to participate in one of the North Bay's largest events.

WHERE *Petaluma's 29th Annual Butter & Egg Day Parade & Celebration* will be held in historic Downtown Petaluma, CA.

WHEN **Saturday, April 24th, 2010 ~ 10 am to 5 pm. Parade at Noon**

WHO *Petaluma's 29th Annual Butter & Egg Day Parade & Celebration* is proudly presented by the Petaluma Downtown Association.

The event is produced in part by Steven Restivo Event Services, LLC (SRES). The company was established in July of 2000 to provide a wide range of event production services to chambers of commerce, merchant associations, various city agencies, corporations, non-profit groups, and other event industry professionals. The company's founder, Steven Restivo, has been involved in the event world for over 26 years and has contributed to the production of hundreds of public events and large corporate functions.

Petaluma's 29th annual Butter & Egg Days ~ Saturday April 24th, 2010
Presented by The Petaluma Downtown Association ~ www.PetalumaDowntown.com
Produced by Steven Restivo Event Services, LLC ~ Ph: 415-456-6455 ~ Fax: 415-456-6436
www.SRESproductions.com ~ Steven@SRESproductions.com



Sponsor Packages

MAJOR SPONSOR
\$5,000

- Logo and link to sponsor's website displayed on official event site
- Logo in all remaining event advertising
- Company name mentioned in all remaining publicity for event
- One large banner on Entertainment Stage at event (sponsor to provide)
- One 10ft x 20ft booth space and booth canopy at event
- One large banner at sponsor's booth (sponsor to provide)
- Company name/logo on banners placed around the event site (sponsor to provide banners)
- Logo inclusion on event t-shirt (if applicable)

PARTICIPATING SPONSOR
\$3,000

- Logo and link to sponsor's website displayed on official event site
- Company name mentioned in all remaining publicity for event
- One large banner on Entertainment Stage at event (sponsor to provide)
- One 10ft x 10ft booth space and booth canopy at event
- One large banner at sponsor's booth (sponsor to provide)
- Logo inclusion on event t-shirt (if applicable)

CONTRIBUTING SPONSOR
\$1,500

- Logo and link to sponsor's website displayed on official event site
- One 10ft x 10ft space only at event (does not include canopy)
- One large banner at sponsor's booth (sponsor to provide)

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