



Veterans Day Parade

Sponsorship Packages

2022



Who We Are

Vet Events Tally is an organization made up of volunteer Veterans and citizens whose goal is to honor and respect those who are currently serving or who have served in our Nation's Armed Forces. Vet Events Tally is a Florida Registered, IRS designated 501(c)3 corporation chartered in 2010 to coordinate, organize and produce the Leon County / Tallahassee Veterans Day Parade and other Veteran related events held throughout the Big Bend area. Vet Events Tally is an all volunteer organization with no paid employees or consultants. We have several year round volunteers who are the hub of the Parade and use up to an additional 400 volunteers throughout the year for the Parade and various other events we participate in.

What We Have Done

In addition to the Parade, we have organized or helped to organize various Veteran activities such as Leon County's Annual Veterans Thank You Celebration held every spring, Salute To Veterans Poker Run every November, Veterans Memorial Poker Run every May, POW/MIA Recognition events held annually on the 3rd weekend in September, as well as sponsoring the Children's Petting Zoo at the North Florida Fair and many other Veteran oriented and community events.

About Our Programs

Our program, in full color, is handed out to on average 4,000 parade attendees and participants, accompanied with a small American flag, along the Parade route. This is a wonderful opportunity to advertise your business locally while helping to support the Veterans day parade. Sponsorships are the majority source of income for Veterans Events in Tallahassee. The parade is not possible without your support.



Benefits of Sponsorship

All sponsorship tiers entitle you to the following benefits:

- A parade entry that may prominently display your business.
- Your company logo and link to your website display on the front page of our website for a year.

Sponsorship Tiers

Our sponsorship tiers are based upon monetary value and come with their own benefits.

\$250

- Quarter page program advertisement, no larger than 3.5" by 2". This can contain a simple message/slogan and or your company logo.

\$500

- Half page program advertisement, no larger than 2.5" by 4". This can contain a simple message/slogan and or your company logo.
- Your company name on any additional promotional material, fliers, posters and or t-shirts we may print.

\$1000

- Full page program advertisement, no larger than 5" by 8"
- Your company logo on any additional promotional material, fliers, posters and or t-shirts we may print.

\$2000

- Two page spread program advertisement, no larger than 5" by 8" per page
- Your company logo on any additional promotional material, fliers, posters and or t-shirts we may print.
- Two Vet Inc branded gold shirts.



Documents and Media Required

All documents should be in electronic format such as PDF or Word Documents. When sending documents with media such as company logos, please include a high resolution electronic copy of the media. This can be in the form of a PDF, PNG or JPEG. If your logo contains transparent areas, it will be imposed over a white background, unless you specify otherwise or the printers determine a different color is appropriate for readability, print quality or some other reason.

Deadlines

All required material must be received no later than 1 October. This allows us to proof the content, request better copy and or media files as well as receive a proof from our printers. We have to allow time for our printers to print the required number of handouts and they have specific timeframes for every step of the process that we must adhere to. If we are not able to get your content into the program in a timely manner, it may not make it into the parade program.

We reserve the right to issue a refund or use your sponsorship fee for the following parade year. If this situation arises, you will be notified and options presented.