



Veterans Day Parade

Sponsorship Packages



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 name and or logo.
 - We limit non sponsor and non paid commercial entries from displaying their business name and logo.
- Your company logo and link to your website display on the front page of our website for a year.

For levels that include ad space in our program handout, your ad will be seen by several thousand visitors. The exact number varies per year due to attendance and the number of handouts printed. Our volunteers work hard to get those handouts into the hands of everyone in attendance.

Sponsorship Tiers

Platinum Level: \$5,000

1. Full page ad in parade program.¹
2. VET Inc will recognize your support during all media interviews.²
3. Plaque recognizing your support.³
4. Four (4) VET Inc polo shirts denoting "Sponsor" with business or individual name.⁴

Gold Level: \$2,500

1. ½ page ad in parade program.¹
2. Plaque recognizing your support.²
3. Two (2) VET Inc polo shirts denoting "Sponsor" with business or individual name.⁴

¹ Subject to printing deadlines. Provided ad and media must be received prior to the deadline so it can be reviewed, proofread.

² Subject to date of media interview and completion of sponsorship application and completion date.

³ Subject to availability of chosen vendor.

⁴ Subject to availability of chosen vendor. Not all requested sizes can be accommodated.



Silver Level: \$1,000

1. ¼ page ad in parade program.⁵
2. Plaque recognizing your support.⁶
3. Four (4) VET Inc t-shirts.⁷

Bronze Level: \$500

1. 1/8 page ad in parade program.⁵
2. Certificate of appreciation or VET Inc Challenge Coin.⁸
3. Two (2) Vet Inc t-shirts.⁷

Copper Level: \$250

1. One (1) VET Inc t-shirt.⁷
2. Certificate of appreciation or VET Inc Challenge Coin.⁸

⁵ Subject to printing deadlines. Provided ad and media must be received prior to the deadline so it can be reviewed, proofread.

⁶ Subject to availability of chosen vendor.

⁷ Subject to availability of chosen vendor. Item received is at the discretion of VET Inc. Not all requested sizes can be accommodated.

⁸ Subject to availability. Item received is at the discretion of VET Inc.