



**P A R A D E**

## LAKWOOD SPOOKY POOCH PARADE

Saturday, October 16, 2010

### SPONSORSHIP BENEFITS

**Representatives on-stage speaking**

**Stage Acknowledgement by Event MC**

**Product Distribution/display**

**Coupon distribution**

**Service/Activity Provision**

**Day of Event Banner/Signage w/logo**

#### **Print Media Promotion:**

Event Ad in Lakewood Observer with logo (14, 000 distribution)

Event article with sponsor mention in Lakewood Observer

#### **Social Media Promotion**

FaceBook – Downtown Lakewood fan page, 1200+ fans; linked to Twitter

LakewoodAlive e-letter promotion with hotlinked logo – 1600 addresses; avg. 500 clickthroughs

Hotlink logo on downtownlakewood.org website event page = avg, 4000 visits/month

#### **Event promotion general:**

Positively Cleveland – CLE Visitors Bureau

News Release and Photo Advisory to all major print and TV outlets

Calendar listing with direction to downtown lakewood.org:

Cleveland.com

Discoverohio.com

Scene Magazine

Cox Community Channel

Canine Connection

Cleveland Magazine

Craigslist.com

Yard signs at key intersections and at Lakewood Dog Park in MetroParks

#### **2009 Spooky Pooch Stats:**

200 dogs, 500 walkers, 2000 spectators;

News coverage by 2 local channels and cnn.com

**City of Lakewood Stats:** 50,000 residents; 15,000 live within ½ mile of downtown district; **More 25-34 years old call Lakewood** home than any other community in the region

2010 – Travel + Leisure – Coolest USA Suburb Worth a Visit

2009 – Business Week – Best Place in Ohio to Raise Your Kids

2008 – This Old House – Best Place in the Midwest to Buy an Old House