

# Veggie Pride Parade

## Chicago 2014

### THIRD ANNUAL CHICAGO VEGGIE PRIDE PARADE Celebrating the Vegan/Vegetarian Lifestyle!

Grant Park, Chicago, IL - May 31, 2014

#### **Veggie Pride Mission:**

“Celebrating the Vegan/Vegetarian Lifestyle!” The mission of the parade is to unify the voices of everyone who sees an advantage to a plant-based diet and wishes to share and promote it. This unified voice will help to make a stronger impact on promoting a plant-based diet and will bring public attention to the global importance of our food choices. Let us all unite and inspire others to join us!

#### **About the Parade:**

The Veggie Pride Parade has been held annually in Paris since 2001, but later also has been successfully emulated in other cities around the world. Featuring guest speakers, a costume contest, and tons of fun, the Chicago Veggie Pride Parade (CVPP) will be a wonderful all-encompassing event to support local vegans and vegetarians, as well as to raise awareness in the general public about the benefits of a plant-based diet. We encourage everyone, vegans or not, to come and walk, socialize, learn, and of course celebrate our Veg lifestyle with us!

#### **Who Will Attend:**

The parade will be attended by vegans, vegetarians, and ANY supporters of a plant-based diet in the greater Chicago area (and in the entire Midwest) who would like to give or receive support in their choices, whether they are based on Ethical, Environmental, Health or Spiritual reasons. Many local groups, national organizations, and media are expected at the event!

#### **Who Will Partner:**

Veggie Pride Parade partners can include vegan and vegetarian restaurants, veggie friendly stores and services, veggie groups/organizations, animal and health groups/organizations, and more!

For partnership opportunities, contact [sponsors@veggiepride.com](mailto:sponsors@veggiepride.com)  
or visit [chicago.veggiepride.com](http://chicago.veggiepride.com)

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### Be a Veggie Pride Partner!

The Chicago Veggie Pride Parade is being organized and executed by veggie volunteers in your community! Help our voice be heard by becoming a Veggie Pride partner. Partnership provides opportunities for you to be recognized as a community leader, and 100% of your donation will be used to offset the cost of permits, printing, advertising, and other parade expenses. Show your support for Veggie Pride by choosing a partnership level that's right for you:

#### Platinum Partner (\$2,500 and up)

- Plus!** The most visible level on the top of the sponsorship list with an added text description
- Plus!** The honor to speak or to appoint a speaker at the post-parade gathering\*
- Plus!** Logo displayed on the Veggie Pride Parade Banner (to be carried at lead of parade)\*\*
- Logo and link on Veggie Pride Parade Meetup website and emails for 1 year\*\*\*
- Table to distribute your own promotional materials at the Veggie Pride Parade\*\*\*\*
- Logo printed on Veggie Pride Parade Materials (flyers)\*\*
- Website link with company logo on Veggie Pride Parade Chicago website
- Name will be announced as an official partner at the post-parade gathering
- The opportunity to donate a raffle/contest prize

#### Gold Partner (\$1,000-\$2,499)

- Plus!** Logo and link on Veggie Pride Parade Meetup website and emails for 1 year\*\*\*
- Plus!** Table to distribute your own promotional materials at the Veggie Pride Parade\*\*\*\*
- Logo printed on Veggie Pride Parade Materials (flyers)\*\*
- Website link with company logo on Veggie Pride Parade Chicago website
- Name will be announced as an official partner at the post-parade gathering
- The opportunity to donate a raffle/contest prize

#### Silver Partner (\$250-\$999)

- Plus!** Logo printed on Veggie Pride Parade Materials (flyers)\*\*
- Plus!** Website link with company logo on Veggie Pride Parade Chicago website
- Name will be announced as an official partner at the post-parade gathering
- The opportunity to donate a raffle/contest prize

#### Bronze Partner (\$100-\$249)

- Website link on Veggie Pride Parade Chicago website
- Name will be announced as an official partner at the post-parade gathering
- The opportunity to donate a raffle/contest prize

*\*Must be coordinated in advance with CVPP Executive Committee*

*\*\*Partnership fee & logo must be received by the **printing deadline - TBD***

*\*\*\*Will appear at the bottom of every automated meetup.com group email (event announcements, updates, and reminders).*

*\*\*\*\*Information, coupons, free pens, buttons, t-shirts, food samples, etc. No selling of products/services is allowed.*

Veggie Pride needs you as a partner!

Please contact us to discuss partnership opportunities:

CVPP Partnership Committee  
sponsors@veggiepride.com  
chicago.veggiepride.com

Checks can be made out to:  
ChicagoVeg

Donations can also be made online at:  
chicago.veggiepride.com/donate.htm

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or visit [chicago.veggiepride.com](http://chicago.veggiepride.com)