

# **\$25,000 Herd Sponsor Partnership**

## **Benefits**

**Official Designation** as “Cow Parade Harrisburg 2004 Herd Sponsor”

**Sponsorship of 3 COWS**, uniquely designed by the artist of your choice or chosen from designs collected in “Open Call” to Harrisburg Area artists

**Permanent Ownership** of 1 of the cows

**Marketing Rights** to Cow Parade Harrisburg 2004 and your cows in general advertising, PR and promotional efforts

**Merchandising Rights** for Cow Parade Harrisburg 2004 promotional products

**Banner, Signage and Media Recognition** at all Cow Parade Harrisburg 2004 events

**Inclusion** in selected Cow Parade Harrisburg 2004 printed materials, advertisements, press releases, etc.

**Inclusion** in Cow Parade Harrisburg 2004 Website and hyperlink to your website

**Customized** promotional options designed in cooperation with Cow Parade Harrisburg’s experienced marketing professionals to be tailored to your specific needs

**Cow Plaque** with Sponsor’s artists and Cow’s name affixed to base of each cow

**8 tickets** to Cow Parade Harrisburg 2004 “Kick Off Party”

**4 tickets** to Live Auction Gala Party

**6 Premier and 12 General tickets** to Cow Parade Harrisburg 2004 Live Auction

**5 Copies** of official Cow Parade Harrisburg 2004 book

**2 Framed Limited Edition** Cow Parade Harrisburg 2004 print

**Right to Designate** up to **25%** of the proceeds from the auction of your sponsored cows to a local charity of choice within an eight county area, if the cow is selected for auction

