

SPOOKY POOCH PARADE

OCTOBER



The Event

One day a year, dogs steal the show at the Chicago Botanic Garden for spooktacular fun and hilarity that puts everyone in a good mood. At the Spooky Pooch Parade, cleverly costumed canines parade around the Garden to celebrate Halloween. Celebrity judges award prizes for categories such as “Best Owner/Dog Look Alikes” and “Best Horticultural Interpretation.” Festivities include photo opportunities, demonstrations by dog experts, and booths staffed by vendors and pet professionals.

The Location

The parade takes dogs and guests winding throughout the Garden as onlookers cheer along the parade route. The beauty of the Garden in fall provides a breathtaking setting to the parade, which begins and ends in the Rose Garden.

The Attendees

All members of the family attend this fun holiday event. Moms and Dads from throughout the Chicago region bring their four-legged children (and, if applicable, their two-legged ones, too) for this once-a-year chance to enjoy the Garden together. Hundreds of dog lovers line the parade route just to watch the fun.

The Opportunity

The Spooky Pooch Parade offers a unique way for sponsors to reach that coveted dog-lover audience in an outdoor, festive setting. This is the perfect venue for promotional giveaways and literature distribution to a crowd eager to celebrate, connect with the dog community, and show off its creativity in a unique event. Brand visibility opportunities include parade registration forms and bibs, banners, promotional materials, and an individual on-site sponsor booth.

The Sponsorship

Presenting	\$25,000
Major	\$10,000
Supporting	\$7,500