



9th Annual
Spring Dog Festival
“WOOFstock West”

Sunday May 16, 2010 – 10AM to 3PM
Soquel High School

Thank you for considering supporting this year's Spring Dog Festival – the longest running, best attended dog event in Santa Cruz County. C-DOG (Coastal Dog Owners Group) has been putting on entertaining and fanciful celebrations for over 10 years!

The C-DOG Spring Dog Festival is Santa Cruz County's premiere dog event, a day dedicated to celebrating the special relationship between humans and their dogs. The event attracts families and vendors from all over Northern California to participate in the many interactive dog contests, demonstrations, shopping and fun! This year promises to follow in C-DOG's long tradition of bringing creative new interactive demonstrations to this event.



C-DOG is a 501(c)3 non-profit organization that organizes the **Spring Dog Festival** to benefit local animal charities, animal-related education for our local youth including a scholarship.

C-DOG Spring Dog Festival Demographic

Festival goers are generally dog lovers of all ages, including many families. Dog owners* have higher household incomes, are more likely to be homeowners, and are more likely to have children. They are loyal to this event, coming from all over Northern California to attend this event year after year.

The C-DOG Spring Dog Festival is a great event for anyone interested in providing goods or services for dogs and their humans. Exhibitor space is limited. We will sell out of exhibitor spaces! We encourage you to return this application as soon as possible to ensure you get a premiere booth space.

We have a successful track record with our promotional campaign for the **Spring Dog Festival** including print media (pre- and post-event coverage), advertisements, event calendar listings, online listings, posters and flyers distributed to various pet and dog locations, radio interviews and sponsorships, email invitations to past attendees and banners at prime locations all over Santa Cruz County.



You will also have an opportunity to reach our attendees by supplying a gift for our **fabulous goody bags** given to participants when they register for the event. We look forward to working with you to provide a great event for the canines of the Central Coast.

**According to the American Veterinary Medical Association*

COASTAL DOG OWNERS GROUP
a 501(c)3 Non-Profit Organization - Federal EIN 77-0562815
PO Box 63, Capitola, CA 95010
888-682-6972 - www.coastaldogs.com

SPONSORSHIP LEVELS

Leader of the Pack (\$1,500 Cash or In-Kind)

- ❖ Your company logo will be prominently displayed on over a dozen large event banners strategically displayed all over Santa Cruz County.
- ❖ Company logo will be displayed on the flyers, posters t-shirt and advertising
- ❖ Company will be mentioned in media coverage – magazines, newspapers, radio interviews and local television PSAs (*magazine coverage only if you sign up by Feb 1st*).
- ❖ A featured link will be on the C-DOG website before and for at least 2 months after the event
- ❖ You will receive a premium 10' X 20' event booth space with table and chairs
- ❖ Two banners (60" wide by 24" tall) will be hung in the Main Ring and at the Festival Entrance and will continue to hang at the Field of Dreams Canine Training Center at the Soquel High Veterinary Science Program facility for two months after the event.
- ❖ Two promotional items will be inserted into our goody bag handed to each registered participant.
- ❖ Twice during the festival, a special one minute announcement will be made highlighting your business and thanking you for your support of the C-DOG community.
- ❖ You can choose a contest to sponsor. You and your employees can judge and present prizes to contest winners for a media opportunity.



Pick of the Litter (\$1,000 Cash or In-Kind)

- ❖ Your company logo will be featured on the event banners displayed all over Santa Cruz County and on the t-shirt.
- ❖ A special link will be on the C-DOG website
- ❖ You will receive a premium 10' X 10' event booth space.
- ❖ One banner (60" wide by 24" tall) will be hung at the Festival .
- ❖ One promotional item will be inserted into our goody bag.
- ❖ Twice during the festival, a special one minute announcement will be made touting your business and honoring your support of the C-DOG community.



Best Friend (\$500 Cash or In-Kind)

- ❖ Your company name will be featured on over large event banners displayed throughout Santa Cruz County and the t-shirt.
- ❖ Your company will be featured on the C-DOG website with a link to your website.
- ❖ You will receive a premium 10' X 10' event booth space.
- ❖ One promotional item will be inserted into our goody bag handed to each registered participant.
- ❖ Once during the festival, a special one minute announcement will be made at the Festival.



COASTAL DOG OWNERS GROUP
a 501(c)3 Non-Profit Organization - Federal EIN 77-0562815
PO Box 63, Capitola, CA 95010
888-682-6972 - www.coastaldogs.com

HOW TO BECOME A SPONSOR

Fill out the Sponsorship Form and send it in with your tax-deductible donation. If you have an in-kind donation please call us to discuss your contribution.

Leader of the Pack \$1,500 **Pick of the Litter** \$1,000 **Best Friend** \$500

Contact Name _____

Company/Organization _____

Address _____

City, State, Zip _____

Phone _____ Fax _____

Email _____

Your Website _____

Please list the products or services that you will be promoting or selling at your booth: _____

Signature _____ Date _____

Please make checks payable to Coastal Dog Owners Group (C-DOG)

Mail check and forms to C-DOG, PO Box 63, Capitola, CA 95010



ARTWORK AND COLLATERAL DEADLINES



March 1 – Logo artwork for poster, banner and website

April 21 – 500 items and collateral for Goody Bags

April 30 – Text for your announcement at the event

THANK YOU FOR SUPPORTING C-DOG!



COASTAL DOG OWNERS GROUP
a 501(c)3 Non-Profit Organization - Federal EIN 77-0562815
PO Box 63, Capitola, CA 95010
888-682-6972 - www.coastaldogs.com