



10th Annual
Spring Dog Festival

“Fetch A Wave!”

Sunday May 15, 2011 – 9AM to 3PM
Soquel High School

Thank you for considering supporting our 10th Annual Spring Dog Festival – the longest running, best attended dog event on the Central Coast. 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

Over 3,000 Festival goers are 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, year after year.

The C-DOG Spring Dog Festival is a profitable event for those who provide goods or services for dogs and their humans. Exhibitor space is limited. We sell out of exhibitor spaces early! 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



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SPONSORSHIP LEVELS

You have five levels of Spring Dog Festival sponsorship to choose from, Top Dog Presenting Sponsor, Best in Show T-Shirt, Best in Show Gift Bag, Pick of the Litter and Best Friend.



“Top Dog” Presenting Sponsor (Exclusivity for \$5,000 Donation)

- ❖ **Printed collateral:** Your company’s name will be prominently displayed as “Company XYZ Presents the Coastal Dog Owners Group 10th Annual Spring Dog Festival” on all printed festival collateral (24 banners, 300 posters, 15,000 flyers, 250 participant T-shirt (front) and advertising)
- ❖ **Banners:** Your company name will be displayed as the presenting sponsor on over two dozen large event banners strategically displayed strategically through out Santa Cruz County.
- ❖ **Press Releases:** Your company will be mentioned in media coverage press releases – magazines, newspapers, radio interviews and local television PSAs (*magazine coverage only if you sign up by Feb 1st*).
- ❖ **Coastaldogs.com Link:** A featured link will be on the C-DOG website for 12 months.
- ❖ **Booth Space:** You will receive a premium 10’ X 20’ event booth space with 3 tables and 6 chairs
- ❖ **Ring Banners:** Four company supplied banners (60” wide by 24” tall) will be hung in the Main Ring.
- ❖ **Ring Name:** named after your company
- ❖ **Gift Bag Insertion:** promotional items and/or gifts will be inserted into our gift bag.
- ❖ **PSA:** A special announcement will be made highlighting your business at the festival.
- ❖ **Parking Passes:** You will receive three vendor parking passes.
- ❖ **Contests:** You can choose a contest to sponsor. You and your employees can judge and present prizes to contest winners for a media opportunity.

“Best in Show” T-Shirt Sponsor (Exclusivity for \$3,000 Donation)

- ❖ **T-shirt:** Your Company will be prominently displayed with your logo and tagline on the back of the official 2011 Spring Dog Festival T-shirts.
- ❖ **Banners:** Your Company will be displayed on our 24 large event banners strategically placed throughout the county and at major intersections.
- ❖ **Printed collateral:** Company logo will be displayed on 15,000 flyers and 300 posters.
- ❖ **Coastaldogs.com Link:** A featured link will be on the C-DOG website before for at least 12 months.
- ❖ **Booth Space:** You will receive a premium 10’ X 20’ event booth space with 2 tables and 6 chairs.
- ❖ **Ring Banners:** Four company supplied banners (60” wide by 24” tall) will be hung in the Main Ring.
- ❖ **Gift Bag Insertion:** Promotional items and/or gifts will be inserted into our gift bag .
- ❖ **PSA:** A special announcement will be made highlighting your business at the festival.
- ❖ **Parking Passes:** You will receive three vendor parking passes.

“Best in Show” Keepsake “Green” Gift Bag Sponsor (\$1,500 Donation – 4 opportunities)

- ❖ **Gift Bag:** Your logo will be displayed on C-DOG’s Spring Dog Festival 500 keepsake gift bags. These beautiful cloth shopping bags are perfect for everyday use.
- ❖ **Banners:** Your company logo will be prominently displayed on our 24 large event banners strategically displayed throughout the county.
- ❖ **Printed collateral:** Your company logo will be displayed on 15,000 flyers and 300 posters.
- ❖ **Press Releases:** Your Company will be mentioned in media coverage press releases– magazines, newspapers, radio interviews and local television PSAs (*magazine coverage only if you sign up by Feb 1st*).
- ❖ **Coastaldogs.com:** Your Company will be linked on C-DOG’s website for at least 6 months.
- ❖ **Booth Space:** You will receive a premium 10’ X 20’ event booth space with 2 tables and 6 chairs
- ❖ **Ring Banners:** Four company supplied banners (60” wide by 24” tall) will be hung in the Main Ring.
- ❖ **Gift Bag Insertion:** Promotional items and / or gifts will be inserted into our gift bag.
- ❖ **PSA:** A special announcement will be made highlighting your business at the festival.
- ❖ **Parking Passes:** You will receive three vendor parking passes.
- ❖ **Contests:** 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” Poster Sponsor (\$1,000 Donation)



- ❖ **Posters:** Your company logo will stand out on 300 event posters and 15,000 flyers displayed all over Santa Cruz County.
- ❖ **Coastaldogs.com:** Your Company will be linked on C-DOG’s website.
- ❖ **Booth Space:** You will receive a premium 10’ X 10’ event booth space with 1 table and 4 chairs at your booth.
- ❖ **Ring Banners:** Two company supplied banners (60” wide by 24” tall) will be hung at the festival.
- ❖ **Gift Bag Insertion:** Promotional item and / or gifts will be inserted into the keepsake gift bag.
- ❖ **Parking Passes:** You will receive two vendor parking passes.
- ❖ **PSA:** A special announcement will be made highlighting your business at the festival.

“Best Friend” Program Sponsor (\$500 Donation or In-Kind)

- ❖ **Event Program:** Your company name will be featured on the festival program & map given to every participant.
- ❖ **Coastaldogs.com:** Your Company will be linked on C-DOG’s website.
- ❖ **Booth Space:** You will receive a premium 10’ X 10’ event booth space 1 table and 2 chairs.
- ❖ **Ring Banners:** Two company supplied banners (60” wide by 24” tall) will be hung at the festival.
- ❖ **Gift Bag Insertion:** Promotional items and / or gifts will be inserted into our keepsake gift bag.
- ❖ **Parking Passes:** You will receive two vendor parking passes.
- ❖ **PSA:** A special announcement will be made highlighting your business at the festival.

SPONSORSHIP FORM

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.

"Top Dog" Presenting Sponsor \$5,000

"Best in Show" T-Shirt Sponsor \$3,000 "Best in Show" Gift Bag Sponsor \$1,500

"Pick of the Litter" Poster Sponsor \$1,000 "Best Friend" Program Sponsor \$500

Contact Name _____

Company/Organization _____

Address _____

City, State, Zip _____

Phone _____ Fax _____

Email _____

Your Website _____

Signature _____ Date _____

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

Mail check, Sponsor Form *and Vendor Agreement* to:

C-DOG

PO Box 63

Capitola, CA 95010

**THANK YOU FOR
SUPPORTING C-DOG!**



C-DOG LOGO USE GUIDELINES

To make the most out of your festival sponsorship, you may want to consider C-DOG Spring Dog Festival advertising using the C-DOG logo and festival theme. These guidelines have been created to help protect the C-DOG logo. Maintaining a consistent brand identity is very important. We appreciate all the efforts you make to follow these standards and maintain a consistent visual identity, and we look forward to working with you to present a cohesive voice for C-DOG.

Before proceeding, the Sponsor or Vendor must submit a Sponsor or Vendor Form in order for C-DOG to determine if the organization meets our guidelines. C-DOG will not associate with any businesses or individuals known to conduct themselves in a manner incompatible with our mission. Please return the form to C-DOG, PO Box 63, Capitola, CA 95010 or coastaldogs@gmail.com.

C-DOG will provide access to this logo when/if the sponsor or vendor form has been reviewed and approved. C-DOG reserves the right to allow any of our sponsors to use the logo to promote C-DOG fundraising or events.

If you have questions or comments about logo use or promotion, e-mail coastaldogspr@gmail.com or call 888-682-6972.

1. Use only the approved logos.
2. Use only the colors provided.
3. Use as provided.
4. The logo is to be a size and resolution sufficient to maintain the quality intended by the company or organization, without being unnecessarily high resolution.
5. Use logo with black text on light background, logo with white text on dark background.
6. Use on any colored background.
7. Use drop shadow or other effect around logo.
8. Use shapes from logo as a design element (as long as it is not used as the logo, but only for design).
9. Leave space around the logo.

DO NOT:

1. Combine logo with other elements (i.e., replace color fill with pictures, incorporate other logos or words into the logo, etc.).
2. Change logo colors.
3. Change fonts.
4. Move or alter type.

Remove or distort (i.e., squeeze or stretch) elements when using logo as an identification. You may remove the type when using the logo as a design element.

C-DOG SPRING DOG FESTIVAL

Keep a copy of this for your reference.

Sponsor's Name _____

C-DOG will need your information and logo artwork as soon as you are ready to become a sponsor. Magazine and banner printing deadlines are early in the year. We want to include your company's information in our as many press releases if possible. We need your commitment early to make these deadlines.

SPONSOR'S ARTWORK AND COLLATERAL DUE DATES & CHECK LIST

- Upon commitment** please send your Sponsor Form, Vendor Agreement and check to C-DOG.
- Upon commitment** please let C-DOG know if you will not require a vendor booth space.
- Upon commitment** (no later than February 1) your sponsor logo artwork in scalable format to be submitted for festival collateral for your sponsorship level.
- Upon commitment** we will send you the C-DOG logo for you to use on your web site and in all pre-event advertising.
- April 21** – Your message for our audience including a quote for festival press releases.
- April 21** – Please let us know which contest you would like to sponsor.
- April 21** – Gift and promotional collateral items (coupons, promotional flyers, brochures, business cards, etc) for 500 Festival Gift Bags
- April 21** – We will need to pick up your 60" by 24" banners to be hung at the Festival. We can suggest a graphic designer and sign maker if you need one.
- April 21** – We will need to know the names of the people who will be showing up to set up your booth for the vendor parking passes.

Thank you for your commitment and dedication to our huge community of dog lovers!