



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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COASTAL DOG OWNERS' GROUP Exhibitor Application & Agreement

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PLEASE NOTE OUR NEW RATES! Thank you for considering exhibiting at the Spring Dog Festival! Your support makes it possible for us to benefit dogs in need on the Central Coast! We are enclosing our application form with some options for your exhibitor space *Exhibitor spaces are limited and will be assigned on a first come basis. Booth spaces sell out each year prior to the deadline – get your application in early!!*
Early Bird Deadline: Form and payment are due on or before 5PM Friday April 1, 2011.
Mail completed form & check payable to Coastal Dog Owners' Group PO Box 63, Capitola, CA 95010

Name of Exhibitor	
Contact's Name	
Email	
Phone Numbers	
Address, City, State, Zip	
Products or Services	
Raffle Donation <i>due April 30, 2010</i>	<input type="checkbox"/> Gift Certificate <input type="checkbox"/> Product _____
Goody Bag Item <i>due April 30, 2010</i>	<input type="checkbox"/> C-DOG: Please contact us about placing a gift item from us in the festival goody bag

Description	Quantity	Price	Total
EXHIBITOR BOOTH			
Exhibitor - 20' X 20' Booth Business or Other Organization		\$ 200	
Exhibitor – 10' x 10' Booth Early Bird Business or Other Organization		<i>Received by April 1</i> \$ 125	
Exhibitor – 10' x 10' Booth Late Bird Business or Other Organization		<i>Received after April 1 and no later than May 1!</i> \$ 150	
Exhibitor - 10' X 10' Booth 501(c)3 Non Profit Organization		\$ 40	
SPONSORSHIP <i>(includes premium booth space – call C-DOG for Sponsorship Packet)</i>			
Sponsorship – Best in Show		\$1,500	
Sponsorship – Pick of the Litter		\$1,000	
Sponsorship – Best Friend		\$ 500	
DONATION: C-DOG ANGEL FUND <i>animal welfare, spa/neuter, service dogs and dog owner education project fund.</i>		<input type="checkbox"/> \$30 <input type="checkbox"/> \$50 <input type="checkbox"/> \$100 <input type="checkbox"/> _____	
TOTAL - Thank you!			



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Coastal Dog Owners Group is a non-profit community benefit organization incorporated under the laws of the State of California. In this Agreement, "C-DOG" means the organization, its trustees, directors, officers, employees, volunteers, team leaders, and agents. "Exhibitor" refers to the person, business or organization signing this Agreement. By signing below, the applicant states that he/she has read and agrees to the Terms and Conditions. Additionally, both parties agree to the following:

1. C-DOG grants Exhibitor, the rights to sell, distribute or display and Exhibitor agrees to sell, distribute or display, at the festival site, only the items listed and described on attached Exhibitor Application & Agreement.
2. C-DOG will provide space at the festival site. This space as designated by C-DOG, will be approximately 10 x 10 feet square, for the exclusive use of the Exhibitor. Space may not be shared by other exhibitors or organizations. Space may not be reassigned or sublet.
3. Exhibitor shall accept concession space in its present condition, and C-DOG shall not be required to make any alterations thereto. Upon taking possession of the space the Exhibitor shall constitute acknowledgment that such space is in good condition.
4. Logistics: Booths must be set up between 7:00AM and 8:30AM on Sunday. All vehicles must be removed from the festival area before 8:30AM. No exhibitor shall be permitted to tear down before 3:00PM. Vehicles may not re-enter the festival area until 3:00PM. Spaces not occupied by 8:00AM. are no longer guaranteed and become the property of C-DOG. **No refunds will be made.**
5. Exhibitors are responsible for reporting and paying all applicable sales tax.
6. All booths must be family friendly and suitable for young children.
7. Food exhibitors are responsible for obtaining health permits which must be posted in their booth. Food vendors must have a certified fire extinguisher within their booth space. All Santa Cruz County Health Department requirements must be met. Exhibitors without proper permits will not be allowed to set up.
8. Exhibitors shall keep the booth area in a clean and sanitary condition at all times. Exhibitor shall be responsible for removing any and all trash from their booth and surrounding area, and removing and disposing of it in the designated dumpster provided on site. Exhibitor may not leave cardboard or bulk trash in or around trash cans on the field.
9. Exhibitor agrees to stock sufficient inventory, supplies or commodities to adequately service the anticipated attendees at the festival.
10. Exhibitor is responsible for providing the entire contents, decoration, costumes and fixtures needed to complete their booth; including but not limited to: decorations, banners, signs, tables, chairs, canopy tent, display racks, etc. Exhibitor booths must be self contained. Electricity will not be available.



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11. Applications and space assignments will be accepted on a first come first served basis.
12. Your check will be cashed upon acceptance. Please contact C-DOG at 888-682-6972 to verify application status. It is recommended that applicants secure their booth spaces with full payment as soon as possible to secure their space. Booth space sells out early!
13. Failure to pay the balance including bounced checks on or before the above due date may result in the forfeiture of the Exhibitor 's space, and be considered a material breach of this agreement, entitling C-DOG to contract with a substitute exhibitor.
14. Exhibitor agrees to indemnify and hold C-DOG, its presenters and the property owner harmless from any claims or causes of action arising out of or in any way connected with the activities of the Exhibitor, or sales by the Exhibitor of its products at the event.
15. It is recommended that Exhibitors have a general liability insurance policy with a certificate specifically stating onsite coverage.
16. If in the judgment of C-DOG board members, the manner of the operation of the booth or the quality of the merchandise or services does not meet the requirement of this agreement, or if the Exhibitor is in default of any other term of this agreement, C-DOG may terminate this agreement in part or in its entirety without refund.
17. Exhibitor agrees to follow all applicable rules, policies and guidelines of C-DOG and the laws of the county, city and community. If you do not follow all rules, laws, policies and guidelines, C-DOG may ask Exhibitor to leave and Exhibitor agrees to exit immediately in a safe manner.
17. Exhibitor may withdraw at any time, but understands that all terms and conditions of this agreement still apply and that any fees paid to C-DOG are forfeited without the availability of a whole or partial refund.
18. Exhibitor may not assign any right, privilege or license conferred by this agreement without first obtaining the consent of C-DOG.
19. C-DOG shall retain the right to grant reasonable extensions of time to Exhibitor for any purpose or for the performance of any obligation of the Exhibitor.
20. California law applies to the performance of this Agreement. If any provision of this Agreement is unenforceable or too broad to be enforced to its full extent, then that provision and the remaining provisions will be enforced to the maximum extent permitted by law.

Event ***2011 Spring Dog Festival "Fetch A Wave"***

EXHIBITOR _____

SIGNED _____

DATE _____