

# Rescue Village's Woofstock

Northeast Ohio's Biggest & Longest-Running Dog Festival

## 2023 SPONSORSHIP OPPORTUNITIES



30th Anniversary, 1993-2023

**SUNDAY, SEPTEMBER 10, 2023**

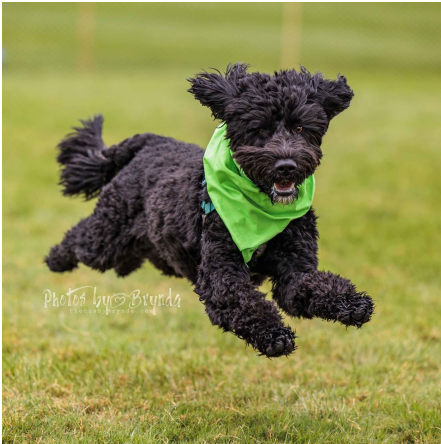
Cleveland Metroparks Polo Field

 **rescue  
village**  
woofstock.fun











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**Woofstock's** celebration of all things dog began **30 years ago** to support **Rescue Village's** lifesaving work. **Woofstock** is now an anticipated, and beloved part of the **Cleveland** area's cultural calendar for thousands of **dogs and their people**.

**Grow your business and give back with a Woofstock Sponsorship.**

	PRESENTING \$15,000	TOP DOG \$10,000 (6 available)	BEST IN SHOW \$5,000	TAIL WAGGER \$3,000	PAW PAL \$1,000
<b>PRE-EVENT BENEFITS</b>					
Company listed as Presenting Sponsor on all printed marketing materials					
Company logo on 300 sidewalk signs					
Company logo on Billboard on Rt. 271 for 10 days					
Company logo on event banner displayed on roadside at RV 2 months prior to event					
Company logo on banner displayed on roadside at Polo Field 2 weeks prior to event					
Company recognition in 1 event press release					
Company recognition in 1 television commercial					
Company logo in 1 radio advertisement					
Announcement of sponsorship on RV Facebook page					



	PRESENTING \$15,000	TOP DOG \$10,000 (6 available)	BEST IN SHOW \$5,000	TAIL WAGGER \$3,000	PAW PAL \$1,000
<b>PRE-EVENT BENEFITS (cont.)</b>					
Company named as Presenting Sponsor on FB promotions					
Company logo on FB ads					
Company logo in newspaper ads					
Company logo on Woofstock sign in the RV lobby 2 months prior to event					
Company logo on Woofstock page of the RV website with hotlink					
Company logo in digital event guide					
<b>AT THE EVENT BENEFITS</b>					
Complimentary wristbands for admission to Woofstock	25	15	5		
Complimentary 2023 Woofstock t-shirts	10	6	4	2	1
Company logo on the 2023 Woofstock t-shirt					

	PRESENTING	TOP DOG	BEST IN SHOW	TAIL WAGGER	PAW PAL
	\$15,000	\$10,000 (6 available)	\$5,000	\$3,000	\$1,000
AT THE EVENT BENEFITS (cont.)					
Company logo on 2 individual flag banners at the Back Entrance to event					
Company logo on 2 individual flag banners at the Main Entrance to event					
Company logo on banner at Main Stage					
FB Live session with company rep					
Company logo in printed Event Guide					
Sponsor booth (1 table and 2 chairs provided by RV)					
	(Tent Provided by RV)				
POST-EVENT BENEFIT					
Company logo with sponsor level in RV Newsletter					

# SPECIAL SPONSORSHIP OPPORTUNITIES IN 2023

(Only one of each available)

## RESCUE ROW — \$3,000\*

- Pre-event:**     Logo on FB posts promoting Rescue Row  
                     Logo in Digital Event Guide  
                     Linked logo on Woofstock website page
- At event:**        Logo/Signage at Rescue Row  
                     Company mention from Main Stage during Adoptable Dogs Showcase  
                     Logo on Woofstock t-shirt

## DOG GAMES & ACTIVITIES — \$3,000\*

- Pre-event:**     Logo on FB posts promoting Dog Games and Activities  
                     Logo in Digital Event Guide  
                     Linked logo on Woofstock website page
- At event:**        Logo/Signage at Dog Games & Activities ticket booth  
                     Logo at 4 Dog Game areas (Lure Course, Agility, Dog Games, Dog Games & Activities Stage)  
                     Costume contest judge by company representative  
                     Logo on Woofstock t-shirt

## BEER GARDEN — \$3,000\*

- Pre-event:**     Beer Garden naming rights  
                     Logo on FB posts promoting Beer Garden  
                     Logo in Digital Event Guide  
                     Linked logo on Woofstock website page
- At event:**        Logo/Signage at Beer Garden  
                     Ability to pass out free company merch at Beer Garden  
                     Logo on Woofstock t-shirt

## STAGE SPONSOR — \$3,000\*

- Pre-event:**     Logo on FB posts promoting stage entertainment/bands  
                     Logo in Digital Event Guide  
                     Linked logo on Woofstock website page
- At event:**        Company name/logo on bottom banner of Main Stage  
                     Sponsorship announcement from stage  
                     Logo on Woofstock t-shirt

\*Does not include a booth at Woofstock. Booths are available for an additional \$500.00.



Learn more about this exciting sponsorship opportunity for your business:

- 2023 Best of the East Winner, Best Charitable Event, Cleveland Magazine
- Fox 8 2022 Woofstock Commercial: <https://youtu.be/O6lGKvJzOdg>
- 2022 Sponsor Promotional Video: <https://youtu.be/rDzLVYziSNA>
- 2022 Woofstock Photo Gallery: <https://rescuevillage.smugmug.com/Woofstock-2022/>
- Globewire Press Release: <https://www.yahoo.com/now/rescue-village-announces-top->



## 2022 Statistics

- 2.3 million social and traditional media impressions
- 4,300 humans and 1,500 dogs attended
- 99% of survey respondents said they would recommend Woofstock to their friends
- 91% of survey respondents said they would attend Woofstock in the future
- 79% of survey respondents brought their dog to Woofstock in 2022

**Live Music Dog Games Food Trucks Beer Garden**

**Lure Courses Family Friendly**







# Rescue Village's Woofstock

## SPONSORSHIP AGREEMENT FORM

Please fill out the form below and return it to Rescue Village in the enclosed envelope. If you have any questions, please contact Ken Clarke at 440-338-4819 x 1001 or [kclarke@rescuevillage.org](mailto:kclarke@rescuevillage.org).

### INDICATE YOUR SPONSORSHIP LEVEL

- |   |   |
|---|---|
| <input type="radio"/> Presenting, <b>Claimed</b> \$15,000 | <input type="radio"/> Rescue Rrow, <b>Claimed</b> \$3,000   |
| <input type="radio"/> Top Dog, \$10,000 (2 available)     | <input type="radio"/> Beer Garden, <b>Claimed</b> \$3,000   |
| <input type="radio"/> Best in Show, \$5,000               | <input type="radio"/> Dog Games & Activities, \$3,000       |
| <input type="radio"/> Tail Wagger, \$3,000                | <input type="radio"/> Stage Sponsor, <b>Claimed</b> \$3,000 |
| <input type="radio"/> Paw Pal, \$1,000                    |   |

### PAYMENT METHOD

- ☐ Secure online payment: [give.rescuevillage.org/woofsponsorship](https://give.rescuevillage.org/woofsponsorship)
- ☐ Enclosed is a check (made payable to Rescue Village)
- ☐ Charge \$ \_\_\_\_\_ to the following credit card:

Account #: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ V. Code \_\_\_\_\_

Send an invoice to:

- ☐ Organization: \_\_\_\_\_
- Contact Name: \_\_\_\_\_
- Address: \_\_\_\_\_
- Telephone: \_\_\_\_\_
- E-mail: \_\_\_\_\_

**THANK YOU FOR SUPPORTING RESCUE VILLAGE!!**



Rec'd by: \_\_\_\_\_ on \_\_\_\_\_, 2023