

Rescue Village's Woofstock

Northeast Ohio's Award Winning Dog Festival and Fundraiser

2024 SPONSORSHIP OPPORTUNITIES



31st Anniversary | 1993-2024

SEPTEMBER 8, 2024

Cleveland Metroparks Polo Field



WOOFSTOCK.FUN



Supporting Rescue Village:

Rescue Village is a **501c(3) nonprofit**, solely reliant on donations and grants for funding.

Rescue Village provides **barrier-free adoptions** for homeless animals along with **onsite medical care** for residents in our state-of-the-art clinic.

Similarly, our **shelter services** and **resources** promote responsible pet ownership.

As a humane society, Rescue Village also employs the **Humane Investigations Department** at no cost to tax payers in Geauga County to investigate reports of animal abuse and neglect.

Rescue Village's Woofstock:

Woofstock is Rescue Village's longest running fundraiser to support lifesaving work.

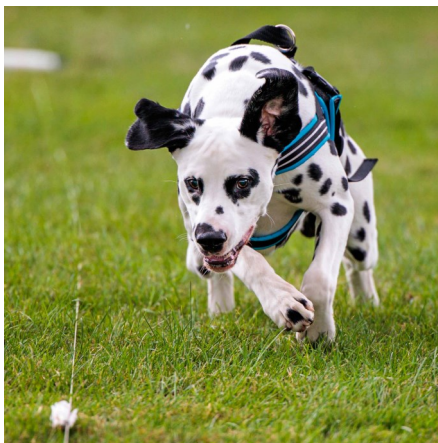
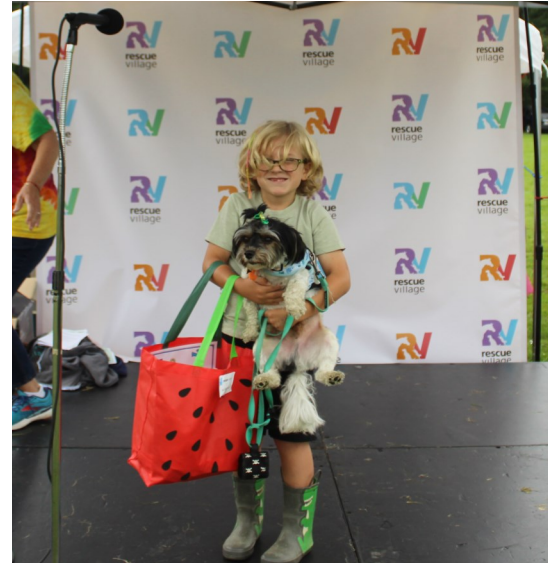
Woofstock is an anticipated, and beloved part of the **Cleveland** area's cultural calendar for thousands of dogs and their people.

2023 marked the **30th anniversary** and RV celebrated with

8,691 attendees!

In 2023 Woofstock hosted two live performers, dog games, lure courses, over 80 vendors, 6 local brewers in the beer garden, kids activities, a selfie station, princesses and super heroes, and **so much more dog-gone fun!**

Grow your business and give back with a Woofstock Sponsorship.



SPONSORSHIP OPPORTUNITY TIERS

PRESENTING — \$15,000 SOLD

PRE-EVENT:

- Company Listed as Presenting Sponsor on most printed marketing material
- Company named as Presenting Sponsor on select FB content such as posts and stories
- Company logo on event banner displayed on roadside at RV prior to event
- Company logo on digital billboard on RT 271
- Company logo on 400 sidewalk signs
- Company logo on banner displayed on roadside at Polo Field prior to event
- Company recognition in 1 event press release
- Company recognition in broadcasted marketing
- Company recognition in select RV E-Newsletters and Eblasts
- Company recognition in select RV Evergreen ads
- Announcement of sponsorship on RV Facebook page
- Company logo on select FB ads
- Company logo in select newspaper print ads
- Company logo on Woofstock sign in the RV lobby prior to event
- Company logo on Woofstock page of the RV website with hotlink
- Company logo in digital event guide

AT-EVENT:

- 25 complimentary admissions to Woofstock
- 30 complimentary 2024 Woofstock T-Shirts
- Golf Cart provided for use throughout the event
- Branding opportunities such as mascot onsite and up to (2) company owned branded vehicles displayed prominently at event.
- Company logo on the 2024 Woofstock T-Shirt (Must be confirmed by 8/1)
- Company logo on individual flag banners at the North and South entrances to the event
- FB Live session with company rep
- Company logo on banner at Main Stage
- Company logo on 2000 printed Event Guides
- Sponsor Booth (1 tent, 1 table, and 2 chairs provide by RV)

POST-EVENT:

- Company logo with sponsor level in RV Newsletter
- Company logo in 2024 post event Woofstock video



SPONSORSHIP OPPORTUNITY TIERS

TOP DOG — \$10,000 (4 of 6 available)

PRE-EVENT:

- Company logo on event banner displayed on roadside at RV prior to event
- Company logo on digital billboard on RT 271
- Company logo on 400 sidewalk signs
- Company logo on banner displayed on roadside at Polo Field prior to event
- Company recognition in 1 event press release
- Company recognition in select broadcasted marketing
- Company recognition in select RV E-Newsletters and Eblasts
- Company recognition in select RV Evergreen ads
- Announcement of sponsorship on RV Facebook page
- Company logo on select FB ads
- Company logo in select newspaper print ads
- Company logo on Woofstock sign in the RV lobby prior to event
- Company logo on Woofstock page of the RV website with hotlink
- Company logo in digital event guide

AT-EVENT:

- 15 complimentary admissions to Woofstock
- 10 complimentary 2024 Woofstock T-Shirts
- Company logo on individual flag banners at the North and South entrances to the event
- FB Live session with company rep
- Company logo on the 2024 Woofstock T-Shirt (Must be confirmed by 8/1)
- Company logo on banner at Main Stage
- Company logo on 2000 printed Event Guides
- Sponsor Booth (1 table and 2 chairs provide by RV)

POST-EVENT:

- Company logo with sponsor level in RV Newsletter
- Company logo in 2024 post event Woofstock video



SPONSORSHIP OPPORTUNITY TIERS

BEST IN SHOW — \$5,000

PRE-EVENT:

- Company logo on 350 sidewalk signs
- Company logo on banner displayed on roadside at Polo Field prior to event
- Company recognition in 1 event press release
- Company recognition in select broadcasted marketing
- Company logo on select FB ads
- Company logo in select newspaper print ads
- Company logo on Woofstock sign in the RV lobby prior to event
- Company recognition in select RV E-Newsletters and Eblasts
- Company recognition in select RV Evergreen ads
- Announcement of sponsorship on RV Facebook page
- Company logo on Woofstock page of the RV website with hotlink
- Company logo in digital event guide

AT-EVENT:

- 5 complimentary admissions to Woofstock
- 6 complimentary 2024 Woofstock T-Shirts
- Company logo on the 2024 Woofstock T-Shirt (Must be confirmed by 8/1)
- Company logo on banner at Main Stage
- Company logo on 2000 printed Event Guides
- Sponsor Booth (1 table and 2 chairs provide by RV)

POST-EVENT:

- Company logo with sponsor level in RV Newsletter
- Company logo in 2024 post event Woofstock video



SPONSORSHIP OPPORTUNITY TIERS

TAIL WAGGER — \$3,000

PRE-EVENT:

- Company recognition in select RV E-Newsletters and Eblasts
- Company logo on select FB ads
- Announcement of sponsorship on RV Facebook page
- Company logo on Woofstock page of the RV website with hotlink
- Company logo in digital event guide

AT-EVENT:

- 4 complimentary 2024 Woofstock T-Shirts
- Company logo on the 2024 Woofstock T-Shirt (Must be confirmed by 8/1)
- Company logo on banner at Main Stage
- Company logo on 2000 printed Event Guides
- Sponsor Booth (1 table and 2 chairs provide by RV)

POST-EVENT:

- Company logo with sponsor level in RV Newsletter
- Company logo in 2024 post event Woofstock video



SPONSORSHIP OPPORTUNITY TIERS

PAW PAL — \$1,000

PRE-EVENT:

- Announcement of sponsorship on RV Facebook page
- Company logo on Woofstock page of the RV website with hotlink
- Company logo in digital event guide

AT-EVENT:

- Company logo on the 2024 Woofstock T-Shirt (Must be confirmed by 8/1)
- 2 complimentary 2024 Woofstock T-Shirts
- Company logo on banner at Main Stage
- Company logo on 2000 printed Event Guides
- Sponsor Booth (1 table and 2 chairs provide by RV)

POST-EVENT:

- Company logo with sponsor level in RV Newsletter
- Company logo in 2024 post event Woofstock video



Rescue Village's
Woofstock

SPECIAL SPONSORSHIP OPPORTUNITIES IN 2024

(Only one of each available)

DOG GAMES & ACTIVITIES — \$5,000 **SOLD**

- Pre-event:** Logo on FB posts promoting Dog Games and Activities
Logo in Digital Event Guide
Linked logo on Woofstock website page
Company logo in select RV eblast
- At event:** Logo/Signage at Dog Games & Activities ticket booth. Includes a sponsor booth in sponsors area of event
Logo at 5 Dog Game areas (Lure Course, Dock Diving, Agility, Dog Games, Dog Races, Dog Games & Activities Stage)

RESCUE ROW — \$3,000* **SOLD**

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

BEER GARDEN — \$3,000* **SOLD**

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

STAGE & RAMBLE SPONSOR — \$3,000*

- Pre-event:** Logo on FB posts promoting Woofstock Ramble
Logo in Digital Event Guide
Linked logo on Woofstock website page
Company logo in select RV eblast
- At event:** Company name/logo on Ramble Signage
Sponsorship announcement from stage
Logo on Woofstock t-shirt

AD EXAMPLES FOR SPONSORSHIP OPPORTUNITY TIERS:

Event T-Shirt



Full page newspaper

Live Music, Dog Games, Food Trucks, Beer Garden, Lure Courses & Family Friendly!



Rescue Village's
Woofstock

Sunday 9.10.23 from 10 am - 4 pm
Cleveland Metroparks Polo Field | woofstock.fun

E-Newsletter Ad

Rescue Village's
Woofstock
30th Anniversary!
Dog Festival
Sunday, September 10
10am-4pm
Cleveland Metroparks Polo Field
5 Woodland Rd.
Chagrin Falls, OH
Presenting Sponsor
AQUA DOC
LAKE & POND MANAGEMENT
woofstock.fun

Nominated for Best Charitable Event
2023 **BEST OF THE EAST** FINALIST Cleveland

Presenting Sponsor
AQUA DOC
LAKE & POND MANAGEMENT

Top Dog Sponsors
Archaeological Networks
embrace
PET INSURANCE
CHAGRIN VALLEY SOAP & SALVE COMPANY
SOLON
MANUFACTURING CO.

Best In Show Sponsors
Augustus Family Foundation
CG ACCOUNTING
Hollywood Feed
Mint To Be
University Hospitals **PET PALS**
Wenk Family Charitable Foundation
YOUNGTEAM.
GREATER METROPOLITAN
rescue village

Dog Festival and Fundraiser - bringyourdog.fun

Billboard on I-271

Woofstock

September 10 | woofstock.fun

Cleveland Metroparks Polo Field | 10 am to 4 pm



Rescue Village's Woofstock

Learn more about this exciting sponsorship opportunity:

2023 & 2024 Highlights

- 2024 Best of the East Winner, Best Charitable Event, Cleveland Magazine
- 2024 Best of the East Nominee, Best Charitable Event, Cleveland Magazine
- 2023 Mission In Motion Page: <https://www.rescuevillage.org/wp-content/uploads/2024/07/mission-in-motion.pdf>
- 2023 Best of the East Winner, Best Charitable Event, Cleveland Magazine
- Fox 8 2023 Woofstock Commercial: <youtu.be/O6IGKvJzOdg>
- 2023 Sponsor Promotional Video: <youtu.be/rDzLVYziSNA>
- 2023 Woofstock Photo Gallery: www.smugmug.com/app/organize/2023-Woofstock
- Globewire Press Release: <https://www.yahoo.com/now/rescue-village-announces-top-sponsors-140000967.html>
- 7 million social and traditional media impressions in 2023
- 2 million people reached in 2023
- 8,691 humans and 3,500 dogs attended
- 48% of survey respondents were first-year attendees in 2023!
- 90% of survey respondents said dog watching was their favorite activity!
- 73% of survey respondents brought their dog to Woofstock in 2023
- 85% of survey respondents are excited for Woofstock 2024!



WOOFSTOCK.FUN

2023 Sponsor Media Reach and Impressions

**Level Benefit numbers are subject to change based on selected media opportunities yearly*

Presenting:

-2.9 Million Impressions

-200K reached

Top Dog:

-2 Million Impressions

-50K reached

Best in Show

-835,367 Impressions



THANK YOU TO OUR 2023 WOOFSTOCK SPONSORS

Rescue Village's Woofstock

30th Anniversary of a Howling Good Time

2023 Presenting Sponsor



Top Dog Sponsors

Archaeological Networks



Best In Show Sponsors

Augustus Family Foundation



Hollywood Feed



Wenk Family Charitable Foundation



Tail Wagger and Activities Sponsors



KeyBank Opens Doors.

onyx creative



VCA Great Lakes Veterinary Specialists

Paw Pal Sponsors



In-Kind Sponsors



Cleveland Metroparks Polo Field
September 10, 2023 | 10 am - 4 pm | woofstock.fun