

# PETPALOOZA



## EVENT PROFILE

A special day for four-legged family members or other furry friends. The event kicks off with a 9:30am Dog Trot 3K/5K Fun Run. The FREE event also includes a variety of animal entertainment, children's activities, the 'Unleashed' pet contest, a petting zoo, over 150 vendor booths, food concessions and lots of activities to keep both humans and pets entertained.

<b>TARGET AUDIENCE</b>	Pet lovers – families, youth, teens, adults and seniors
<b>ANTICIPATED ATTENDANCE</b>	16,000+
<b>DATE AND TIME</b>	Saturday, May 20   10am-5pm (Dog Trot at 9:30am)
<b>LOCATION</b>	Game Farm Park, 3030 R Street SE

## PROMOTIONAL PLAN

- Posters: 500+ delivered to businesses, schools and libraries in Auburn, Seattle and Tacoma
- Bookmarks: 10,000 distributed to regional pet/animal businesses/agencies
- E-flyers: distributed through the Auburn School District
- Auburn Area Chamber of Commerce insert
- Government Access Cable Channel 21
- Series of paid event advertisements in various local/regional papers
- Advertising in 38,000 Auburn Parks, Arts & Recreation Guides delivered to households and businesses in Auburn
- Special Invitations to vendors and past participants
- Auburn@PLAY electronic newsletter to over 12,000 people (Feb. - May)
- Event Banner on Auburn Way and various fencelines
- Utility Bill Inserts
- Media Releases
- Website information
- Facebook campaign
- Radio advertisements



**TOP DOG PRESENTING SPONSOR**

**INVESTMENT - \$10,000  
(ONE SPONSORSHIP AVAILABLE)**

- Name added to event title as presenting sponsor
- ¼ page advertisement in 38,000 Recreation Guides (Fall 2017 Edition)
- Logo listed on all City-produced marketing materials including event flyers, event posters, newspaper ads, utility bill stuffers, and all other promotional items related to Petpalooza 2017
- Opportunity to make welcoming comments at event
- Recognition at main event entrances (2), entertainment stage, and start/finish of Dog Trot race.
- Press releases announcing and promoting title sponsorship
- Name/logo on City of Auburn website, with the option of linking to own for duration of event
- Recognition on the City of Auburn’s government access channel and in any pre-promotional event-related videos
- Logo included on event T-shirts
- Name/logo included in event program
- Promotional booth space (24’x 12’) at the event with exclusivity rights
- Ability to provide up to six (6) banners to be posted throughout the event
- Ability to provide event bags to be handed out to all event participants
- Ability to host stage demonstration
- Name listed in Auburn@PLAY electronic newsletter – e-mailed to over 12,000 program participants, April and May Editions
- Two complimentary VIP parking passes
- Two complimentary entries into Dog Trot (registration required)

**FEATHERED FAN**

**INVESTMENT - \$5,000**

- 1/8 page advertisement in 38,000 Recreation Guides (Fall 2017 Edition)
- Logo listed on all City-produced marketing materials including event flyers, event posters, newspaper ads, utility bill stuffers, and all other promotional items related to Petpalooza 2017
- Name recognized from the stage during welcoming comments
- Recognition at main event entrances (2) and entertainment stage.
- Recognition on the City of Auburn’s government access channel and in pre-promotional event-related videos
- Name included in event press releases
- Logo included on event T-shirts
- Name/logo included in event program
- Promotional booth space (12’x 12’) at the event
- Ability to host stage demonstration
- Name listed in Auburn@PLAY electronic newsletter – e-mailed to over 12,000 program participants, April and May Editions
- Two complimentary entries into Dog Trot (registration required)



## T-SHIRT 'PAW'TNER

### INVESTMENT - \$3,000

- Name listed as Event Sponsor in 38,000 Recreation Guides (Fall 2017 Edition)
- Logo listed on all City-produced marketing materials including event flyers, event posters, newspaper ads, utility bill stuffers, and all other promotional items related to Petpalooza 2017
- Recognition at main event entrances (2) and entertainment stage
- Name recognized from the stage during welcoming comments
- Name/logo included in event program
- Name included in event press releases
- Logo included on event T-shirts
- Promotional booth space (12' x 12') at the event
- Ability to host stage demonstration
- Name listed in Auburn@PLAY electronic newsletter – e-mailed to over 12,000 program participants, April and May Editions
- Two complimentary Dog Trot entries (registration required)

## MAIN STAGE - PRESENTING SPONSOR

### INVESTMENT - \$2,500 (ONE SPONSORSHIP AVAILABLE)

- Name listed as Event Sponsor in 38,000 Recreation Guides (Fall 2017 Edition)
- Presenting sponsor of entertainment stage – name added to title
- Recognition at main event entrances (2) and banner over entertainment stage
- Opportunity to make welcoming comments at the event
- Ability to post up to 4 banners in the Main Stage area
- Name recognized from the entertainment stage throughout the day
- Logo included in event program
- Name included in press releases
- Logo included on event T-Shirts
- Promotional booth space (12' x 12') at the event
- Name listed in Auburn@PLAY electronic newsletter – e-mailed to over 12,000 subscribers, April & May editions
- Two complimentary Dog Trot entries (registration required)
- Ability to provide stage emcee (emcee script provided)



## PETTING ZOO - PRESENTING SPONSOR

INVESTMENT - \$2,500 (ONE SPONSORSHIP AVAILABLE)

The petting zoo will be contracted through The Great American Animal Entertainment Company (GAAE Co. Inc.). Auburn's Petpalooza will feature a premier 20' x 40' award-winning petting zoo featuring 40 beautiful, friendly hand-raised animals including: four breeds of dairy and miniature goats, three breeds of sheep, Miniature Sicilian Donkeys, Llamas, Fallow Deer, Call Ducks, chickens, Vietnamese Potbellied Pigs, Bennett Wallabies, and a large variety of baby animals, many of them still being fed with baby bottles. The zoo will be available to the festival patrons FREE of charge. The GAAE Co. Inc. will sell feed cones to the public, which allows the public to get close and personal with all the friendly animals. Cones sell for \$3 each or 2 for \$5 and GAAE Co. Inc. will retain all proceeds.

- Name listed as Event Sponsor in 38,000 Recreation Guides (Fall 2017 Edition)
- Recognition at main event entrances (2) and petting zoo area
- Name recognized from the entertainment stage
- Logo included in event program
- Name included in press releases
- Logo included on event T-Shirts
- Promotional booth space (12' x 12') at the event
- Name listed in Auburn@PLAY electronic newsletter – e-mailed to over 12,000 subscribers, April & May editions
- Two complimentary Dog Trot entries (registration required)
- Petting Zoo Staff to wear your T-Shirts (if provided)
- Ability to post banners along Petting Zoo fenceline
- Logo recognition on signage pertaining to Petting Zoo

## KID'S AG-VENTURELAND - PRESENTING SPONSOR

INVESTMENT - \$2,500 (ONE SPONSORSHIP AVAILABLE)

Also contracted through The Great American Animal Entertainment Company (GAAE Co. Inc.), this interactive and educational agricultural exhibit features agricultural themed hands-on activities, pedal tractor area, and crafts. Ten colorful 10' x 10' tents are filled with fun activity stations such as simulated cow milking with a life-size fiberglass cow, pony saddling, corn box, and much more. This attraction will be available to our festival patrons FREE of charge.

- Name listed as Event Sponsor in 38,000 Recreation Guides (Fall 2017 Edition)
- Recognition at main event entrances (2) and Ag-Ventureland area
- Name recognized from the entertainment stage
- Logo included in event program
- Name included in press releases
- Logo included on event T-Shirts
- Promotional booth space (12' x 12') at the event
- Name listed in Auburn@PLAY electronic newsletter – e-mailed to over 12,000 subscribers, April & May editions
- Two complimentary Dog Trot entries (registration required)
- Ag-Ventureland Staff to wear your T-Shirts (if provided)
- Ability to post banners along Ag-ventureland area fenceline (if provided)
- Name/Logo recognition on signage pertaining to Ag-ventureland



## 'GASCAR' ANIMAL RACES & FARMYARD FOLLIES

INVESTMENT - \$2,500  
(ONE SPONSORSHIP AVAILABLE)

GASCAR is interspecies animal racing like you've never seen before! Each show consists of four race heats featuring a variety of farm animals, audience participation, and prize giveaways for winning race cheerleaders. Farmyard Follies is a funny and delightful show, that will educate and amaze festival attendees, from the young to the young at heart! Featuring Fiona No No the famous "diva" donkey and her farmyard friends, Fiona makes the audience roar with laughter as she attempts to "help" the host of the show. This one of a kind show is full of fascinating animal facts and animal behavior that will truly "EDU-TAIN"! Auburn's Petpalooza will feature 3 GASCAR shows and 2 Follies shows. All shows are FREE to festival attendees.

- Name listed as Event Sponsor in 38,000 Recreation Guides (Fall 2017 Edition)
- Recognition at main event entrances (2) and Show area
- Name recognized before and after each show
- Name recognized from the entertainment stage
- Logo included in event program
- Name included in press releases
- Logo included on event T-Shirts
- Promotional booth space (12' x 12') at the event
- Name listed in Auburn@PLAY electronic newsletter – e-mailed to over 12,000 subscribers, April & May editions
- Two complimentary Dog Trot entries (registration required)
- Ability to post banners along Show area fenceline (if provided)
- Name/Logo recognition on signage pertaining to Show

## THE K9 KINGS HIGH FLYING DOG SHOW

INVESTMENT - \$2,500  
(ONE SPONSORSHIP AVAILABLE)

Back by popular demand is J.D. Platt's High Flying Dog Show! This ultimate dog show, as featured on CBS's reality show "Greatest American Dog", showcases thirteen breeds, the only daredevil dog agility, one of the rarest breeds in the world, the fastest frisbee dog in the world, the largest meet & greet area, the only "comic book hero" and multiple trainers. This fun mix of music, costumes, comedy, audience participation and high-flying trick dogs has become a professional entertainment act like no other in the world! Auburn's Petpalooza will feature 3 K9 Kings shows. All shows are FREE to festival attendees.

- Name listed as Event Sponsor in 38,000 Recreation Guides (Fall 2017 Edition)
- Recognition at main event entrances (2) and Show area
- Name recognized before and after each show
- Name recognized from the entertainment stage
- Logo included in event program
- Name included in press releases
- Logo included on event T-Shirts
- Promotional booth space (12' x 12') at the event
- Name listed in Auburn@PLAY electronic newsletter – e-mailed to over 12,000 subscribers, April & May editions
- Two complimentary Dog Trot entries (registration required)
- Ability to post banners along Show area fenceline (if provided)
- Name/Logo recognition on signage pertaining to Show

## FOOD COURT SPONSOR

**INVESTMENT - \$1,500  
(ONE SPONSORSHIP AVAILABLE)**

Auburn Petpalooza's food court consists of 10+ food vendors, showcasing a variety of food items at reasonable prices. The two, popular shaded areas will be presented by our Food Court sponsor, providing great visibility for your business as event guests are enjoying a relaxing meal or snack. The food court is conveniently located close to the Main Stage for added enjoyment.

- Name listed as Event Sponsor in 38,000 Recreation Guides (Fall 2017 Edition)
- Presenting sponsor of food court – name added to title
- Presenter of picnic shelter and 20' x 20' shade tent – ability to post up to 4 banners on structures
- Logo included on event T-Shirts
- Name included in event program
- Promotional booth space (12' x 12') at the event

## ANIMAL ADVOCAT'

**INVESTMENT - \$1,500**

- Name listed as Event Sponsor in 38,000 Recreation Guides (Fall 2017 Edition)
- Recognition at both main event entrances
- Recognition at entertainment stage
- Name included in event press releases
- Name/logo included in event program
- Logo included on event T-shirts
- Promotional booth space (12' x 12') at the event
- Name listed in Auburn@PLAY electronic newsletter – e-mailed to over 12,000 program participants, April and May Editions
- Two complimentary Dog Trot entries (registration required)



## EVENT BAG SPONSOR

**INVESTMENT - \$1,250  
(ONE SPONSORSHIP AVAILABLE)**

Auburn's Petpalooza features over 140 vendors, many who provide samples and give-a-ways. Get visibility for your business by providing bags to festival attendees! Sponsor may also include coupons and/or promotional item(s) in the bag.

Suggested amount = 10,000

- Name listed as Event Sponsor in 38,000 Recreation Guides (Fall 2017 Edition)
- Ability to distribute event bags at the event entrances (up to 4 locations)
- Name included in event program
- Promotional booth space (12' x 12') at the event

## DOG TROT 'PAW'TNER

**INVESTMENT - \$1,000**

- Name listed as Event Sponsor in 38,000 Recreation Guides (Fall 2017 Edition)
- Recognition at start/finish of Dog Trot race
- Name recognized from stage during Dog Trot awards
- Name included in event program
- Logo included on event T-shirts
- Ability to provide banner at start of Dog Trot
- Two complimentary Dog Trot entries (registration required)
- Promotional booth space (12' x 12') at the event

## 'UNLEASHED' PET CONTEST PRESENTING SPONSOR

**INVESTMENT - \$1,000  
(ONE SPONSORSHIP AVAILABLE)**

The 'Unleashed' Pet Contest is one of Auburn Petpalooza's most popular attractions! Held on the Main Stage at 12:05pm, the contest attracts an interested crowd of spectators. The hilarious 'Unleashed' Pet Contest is made up of 7 categories including the 'Best Pooch Smooch' and 'Best Pet/ Owner Look-A-Like'. The contest is open to festival guests at no charge and limited to 20 contestants per category; additional contest rules apply.

- Name listed as Event Sponsor in 38,000 Recreation Guides (Fall 2017 Edition)
- Presenting sponsor of contest – name added to contest title.
- Name included in event program
- Sponsor to provide contest prizes (suggested valued at \$50+ each)
- Ability to provide contest judge(s)
- Promotional booth space (12'x 12') at the event

## PETPALOOZA SU'PURR'TER

**INVESTMENT - \$700**

- Name listed as Event Sponsor in 38,000 Recreation Guides (Fall 2017 Edition)
- Recognition from Entertainment Stage
- Name included in event program
- Promotional booth space (12'x 12') at the event

## PETPALOOZA ON-SITE

**BOOTH SPACE - \$350 (\$420 AFTER 4/7/17)**

- Promotional booth space (12'x 12') at the event



Sponsor Levels

# Petpalooza



**Top Dog**  
\$10,000

**Feathered Fan**  
\$5,000

**T-Shirt 'Paw'tner**  
\$3,000

**Main Stage**  
\$2,500

**Petting Zoo**  
\$2,500

**Kid's Adventureland**  
\$2,500

**GASCAR & Follies**  
\$2,500

**K9 Kings Dog Show**  
\$2,500

**Food Court Sponsor**  
\$1,500

**Animal Advo'cat'**  
\$1,500

**Event Bag Sponsor**  
\$1,250

**On-Site Booth**  
\$350

Make your sponsor commitment before January 3, 2017 and save 10%

**Dog Trot 'Paw'tner**  
\$1,000

**'Unleashed' Pet Contest**  
\$1,000

**Pet-Palooza Su'purr'ter**  
\$700

*With commitment by March 1, 2017, the above packages are guaranteed. Customized sponsorship packages can be created to meet your needs, budget and goals.*

# CITY OF AUBURN PARKS, ARTS & RECREATION-2017 SPONSOR COMMITMENT

Contact Person		
Company Name		
Address		
City	State, ZIP	Phone
Email		
List on-site activity and any distribution materials		

**Please check the following opportunities that interest you:**

**PETPALOOZA – MAY 20, 2017**

- Top Dog: \$10,000
- Feathered Fan: \$5,000
- T-Shirt 'Paw'tner: \$3,000
- Main Stage: \$2,500
- Petting Zoo: \$2,500
- Kid's Ag-Ventureland: \$2,500
- 'GASCAR' Races and Follies: \$2,500
- K-9 Kings High Flying Dog Show: \$2,500
- Food Court Sponsor: \$1,500
- Animal Advo'cat': \$1,500
- Event Bag: \$1,250
- Dog Trot 'Paw'tner: \$1,000
- 'Unleashed' Pet Contest: \$1,000
- Petpalooza Su'purr'ter: \$700
- On-Site Booth Space: \$350/\$420 after 4/7/17

**KIDSDAY – JUNE 23, 2017**

- Presenting Sponsor: \$10,000
- Multi-Platinum Partner: \$5,000
- Platinum Partner: \$3,000
- Gold Partner: \$1,000
- Silver Partner: \$700
- On-Site Booth Space: \$350/\$420 after 5/19/17

**FOURTH OF JULY FESTIVAL - JULY 4, 2017**

- All-American Club: \$10,000
- Patriot's Club: \$3,000
- Main Stage Presenter: \$3,000
- Car Show Presenter: \$1,000
- Freedom Club: \$1,000
- Spirit Club: \$700
- On-Site Booth Space: \$350/\$420 after 6/2/17

**AUBURNFEST - AUGUST 12, 2017**

- Presenting Sponsor: \$10,000
  - Summer Fun: \$3,000
  - Main Stage: \$3,000
  - Auburn Days Parade: \$3,000
  - Car Show: \$1,500
  - Community Stage: \$1,500
  - Sunshine Sponsor: \$1,000
  - Spirit Sponsor: \$700
  - 5K Summer Stride: \$2,000
  - 5K Summer Stride T-Shirt Sponsor: \$500
  - On-Site Booth Space: \$350 / \$425 after 7/7/17
- \*Introductory pricing still in effect

**AUBURN INT'L FARMERS MARKET - JUNE-SEPT**

• Opportunities from \$100 (Please use form on page 16)

**For all events, please note:**

- City provides one 12'x12' area (unless otherwise noted). Sponsors are responsible for providing all necessary set-up materials (tent, tables, chairs, displays, etc.).
- Give-a-ways and/or hands-on activities are recommended to draw participants to your booth
- Event instructions and driving directions will be sent 2-3 weeks before the event.

**TOTAL \$**

Agreement: The City of Auburn agrees to provide services as outlined in the sponsorship proposal. The undersigned waives and releases all rights and claims that might be held against the City of Auburn, its duly elected officials and its employees to save and hold harmless the City from losses, damages or injuries.

Authorized Signature for Sponsor: \_\_\_\_\_ Date: \_\_\_\_\_

Authorized Signature for City of Auburn: \_\_\_\_\_ Date: \_\_\_\_\_

PAYMENT INFORMATION		
Method of Payment (check one) <input type="checkbox"/> Check enclosed (Make payable to Auburn Parks, Arts & Recreation) <input type="checkbox"/> Credit Card (fill in information below)	CARD TYPE (check one): <input type="checkbox"/> Visa <input type="checkbox"/> Mastercard <input type="checkbox"/> AMEX <input type="checkbox"/> Discover	
CARDHOLDER NAME (please print)		
CARD NUMBER	EXP. DATE	CSC#
CARDHOLDER SIGNATURE		DATE

Questions? Contact: Kristy Pachciarz, Special Events Coordinator | [kpachciarz@auburnwa.gov](mailto:kpachciarz@auburnwa.gov) | 253-931-3052

Mail to: Auburn Parks, Arts & Recreation ATTN: Events | 910 9th Street SE, Auburn, WA 98002 | Fax to: 253-931-4005 | Email to: [kpachciarz@auburnwa.gov](mailto:kpachciarz@auburnwa.gov)