

# SPONSORSHIP INFORMATION



Find enclosed our promotional-sponsorship package for Cardiff "Dog Days of Summer" annual event for the Cardiff 101 Chamber, a non profit,

501(C). We invite you to be a

part of what is fast becoming the LARGEST Street Fair for Dogs and Dog Lover's in Southern California.

Webster Dictionary describes "the dog days of summer" as: "the period between early July and early September when the hot sultry weather of summer occurs in the northern hemisphere."

We look at Cardiff Dog Days of Summer as a day filled with feel-good community spirit: drawing families, children and dogs to the annual outing where the community will get enjoyment from Dog Contests & the Canine Festival.

It is a day out on the square with fun for everyone. There is entertainment for pets & people who love them, contests, browsing the vendor booths & of course, it is as much about seeing other dogs as it is about the festivities. You will meet other dog lovers and reunite with friends.

Although Dog Days provides entertainment for people of all ages, the festival is truly all about dogs. So with a wag of the tail and a big sloppy lick, let's take a closer sniff at how you can participate.

You are invited to be part of this incredible event and be recognized as a sponsor. Enclosed you will find sponsorship information that explains the options available and the benefits of your contribution to this worthwhile event.

## Sponsorship Categories:

Top Dog: Title Sponsor (Limit 1)	\$10,000
Big Dog: Corporate Sponsor (Limit 2)	\$5,000
Hot Dog: Sponsor (Limit 4)	\$2,500
Cool Dog: Sponsor (Unlimited)	\$1,000
Dog Lover: Sponsor (Unlimited)	\$500

The Deadline date for sponsors and vendors to take full advantage of all the marketing and promotional benefits is June 15, 2009 .

### Top Dog: Title Sponsor (Limit 1) \$10,000

- Limited to current year with first right of refusal for next year
- Recognition as the Title Sponsor - name included in name of event on Cardiff Dog Days of Summer promotional material, posters, guides & advertisements. Stage named after Top Dog Sponsor
- Booth space located in premium location & includes a canopy, 1 table & 2 chairs
- Ability to have your banner at the stage (supplied by you)
- Ability to have a separate web page on the dog days website that you design and we approve. Links to your website
- Special 1/2 page advertisement in contest guide (supplied by you)
- Company logo prominently displayed on volunteer T- shirt
- Your name mentioned throughout event on stage as a sponsor
- Five Cardiff 101 Dog Days T-shirts

### Big Dog: Corporate Sponsor (Limit 2) \$5,000

- Recognition as Corporate Sponsor- with your name on Cardiff Dog Days of Summer promotional material, posters, guides & advertisements
- Vendor Row or Obstacle Course named after Big Dog Sponsor.
- Booth space located in good location & includes a canopy, 1 table & 2 chairs
- Ability to have your banner at the obstacle course (supplied by you). If you have a banner confirm size dimensions with us
- Special 1/4 page advertisement in contest guide (supplied by you)
- Ability to have a separate web page on the Dog Days site that you design and we approve. Links to your website.

- Company logo prominently displayed on volunteer T- shirt
- Your name mentioned throughout event on stage as a sponsor
- Four Cardiff 101 Dog Days T-shirts

### Hot Dog: Sponsor (Limit 4) \$2,500

- Recognition as a Sponsor - with your name on Cardiff Dog Days of Summer promotional material, posters, guides & advertisements
- Booth space includes 1 table & 2 chairs. Canopy not included
- Ability to have your banner at the obstacle course (supplied by you). If you have a banner confirm size dimensions with us
- Recognition with your logo on Dog Days website. Links to your website
- Company logo prominently displayed on volunteer T- shirt
- Your name mentioned throughout event on stage as a sponsor.
- Three Cardiff 101 Dog Days T-shirts.

### Cool Dog: Sponsor (Unlimited) \$1,000

- Recognition as a Sponsor- with your name on Cardiff Dog Days of Summer promotional material, posters, guides & advertisements
- Booth space, 1 table/2 chairs & canopy not included.
- Recognition with your logo on Dog Days website. Links to your website
- Company logo prominently displayed on volunteer T- shirt
- Two Cardiff 101 Dog Days T-shirts

### Dog Lover: Sponsor (Unlimited) \$500

- Recognition as a Sponsor- with your name on Cardiff Dog Days of Summer promotional material, posters, guides & advertisements.
- Recognition with your logo on Dog Days website. Links to your website
- One Cardiff 101 Dog Days T-shirt
- A gift in your honor at the event from the stage