

LIVE MUSIC

FOOD & FUN

June
4th

2022
Chico



WOOFSTOCK

June 4th 13391 Garner Ln, Chico 11 am - 5 pm

Expected Turnout:

2,500 guests

Publicity:

Social media and website campaigns, E-news, press releases, print material, vendor space, radio, and TV.

Benefits to your Business:

Business exposure, outreach opportunities, demonstrating your commitment to animal welfare in our communities.

WWW.WOOFSTOCKCHICO.COM

★ **Presenting Sponsorships:** ★

The Headliner \$10,000 (\$15,000 In-kind)

- ♪ 8 VIP Access Passes passes to the exclusive Hard Paw Café*
- ♪ Name & logo featured as a headlining sponsor on all event marketing (poster, press release, website, social media, TV/radio/print)
- ♪ A scheduled "Company Cuddle" from BHS animals on-site at your work
- ♪ 6 company mentions during emcee announcements at event
- ♪ Business naming opportunity on a tree plaque at the BHS facility
- ♪ 8 event lawn signs throughout festival
- ♪ Premier vendor booth space in the vendor marketplace
- ♪ Name & logo prominently featured on main event banner
- ♪ Opportunity to provide branded promotional item for "swag bags"

The House Band \$7,500 (\$10,000 In-kind)

- ♪ 6 VIP Access Passes passes to the exclusive Hard Paw Café*
- ♪ Name & logo featured as a top sponsor on event marketing (press release, website, social media, TV/radio/print)
- ♪ 4 company mentions during emcee announcements at event
- ♪ Business naming opportunity on a lobby tile at the BHS facility
- ♪ 6 event lawn signs throughout festival
- ♪ Premier vendor booth space in the vendor marketplace
- ♪ Name & logo featured on main event banner
- ♪ Opportunity to provide branded promotional item for "swag bags"

The Roadie \$3,000 (\$5,000 In-kind)

- ♪ 6 Humane Hero event passes*
- ♪ Name & logo featured as a sponsor on digital marketing (press release, website, social media)
- ♪ Business naming opportunity on a brick at the BHS facility
- ♪ 4 event lawn signs throughout festival
- ♪ Vendor booth space in the vendor marketplace
- ♪ Name & logo featured on main event banner
- ♪ Opportunity to provide branded promotional item for "swag bags"

The Booking Agent \$1,500

- ♪ 4 Humane Hero event passes*
- ♪ Name & logo featured as a sponsor on digital marketing (press release, website, social media)
- ♪ Vendor booth space in the vendor marketplace
- ♪ Name & logo featured on main event banner
- ♪ Opportunity to provide branded promotional item for "swag bags"

*VIP Access Passes: T-shirt, raffle tickets, 4 drink tickets, food, soda, swag bag & special perks.

*Humane Hero Passes: T-shirt, raffle tickets, 2 drink tickets, & swag bag.



Area Sponsorships:



\$1,000

I'm With The Band

Sponsor a band

- 2 VIP Access Passes
- Company recognition on the band performance
- Business logo on stage signage on stage
- Event website recognition
- Discounted vendor pricing
- Name/logo on main event banner

SOLD

\$1,000

VIP Area

Only 1 left!

- 2 VIP Access Passes
- Name/logo on personal 36" x 24" signage in the VIP Hard Paw Cafe
- Event website recognition
- Discounted vendor pricing
- Name/logo on main event banner

\$1,000

Performance Ring

- 2 VIP Access Passes
- Name/logo on exclusive Performance Ring banner
- Company recognition on the event website
- Event website recognition
- Discounted vendor pricing
- Name/logo on event banner

SOLD



\$750

Hospitality

Only 2 left!

- Name/logo on hospitality area signage (porta-potties & restrooms)
- Event website recognition
- Discounted vendor pricing
- Name/logo on main event banner

\$250

Ring Ad

- 18" x 24" business advertisement located in Performance Ring
- Event website recognition
- Discounted vendor pricing



Area Sponsorships:



\$1,000 Kid Activity Zone

- 2 VIP Access Passes
- Name/logo on exclusive Kid Activity zone banner
- Event website recognition
- Discounted vendor pricing
- Name/logo on main event banner

SOLD

\$1,000 Dog Activity Zone

- 2 VIP Access Passes
- Name/logo on exclusive Dog Activity Zone banner
- Event website recognition
- Discounted vendor pricing
- Name/logo on main event banner

SOLD

Wine/Beer/Spirits Donation

The Play Yard

- Vendor tent at "The Play Yard" wine & beer garden
- 2 VIP Access Passes to the "Hard Paw Café" VIP Area
- Event website recognition
- Name/logo on main event banner



**Yes, I want
to sponsor!**



Sponsorship Level:

- | | |
|--|--|
| <input type="checkbox"/> The Headliner (\$10,000)
(Or \$15,000 In-kind) | <input type="checkbox"/> The House Band (\$7,500)
(Or \$10,000 In-kind) |
| <input type="checkbox"/> The Roadee (\$3,000)
(Or \$5,000 In-kind) | <input type="checkbox"/> The Booking Agent (\$1,500) |

Area Sponsorship:

- | | |
|--|---|
| <input type="checkbox"/> I'm With The Band (\$1,000) | <input type="checkbox"/> VIP Area (\$1,000) |
| <input type="checkbox"/> Kid Zone (\$1,000) | <input type="checkbox"/> Performance Ring (\$1,000) |
| <input type="checkbox"/> Hospitality (\$750) | |
| <input type="checkbox"/> Dog Zone (\$1,000) | <input type="checkbox"/> Ring Ad (\$250) |
| <input type="checkbox"/> The Play Yard (beverage donation) | |

Would you like to cover the 2.5% processing fee? ☐ Yes ☐ No

Company name: _____

Address: _____

Phone: _____ Cell Phone: _____

Email address: _____

Name on credit card: _____

Credit card number: _____

Exp. date: _____ CVC: _____

Signature: _____ Date: _____

Thank you for your support!

- Mail form to: 13391 Garner Ln, Chico CA 95973
- Email form to: giannaanselmo@buttehumane.org
- Or complete your sponsorship online at buttehumane.org/2022-woofstock-chico/