

# Rescue Village's WOOFSTOCK

Northeast Ohio's Biggest & Longest-Running Dog Festival

## 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.**

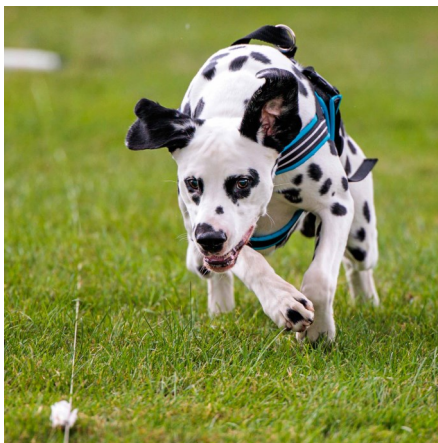
**Woofstock** is an anticipated, and beloved part of the **Cleveland** area's cultural calendar for thousands of dogs and their people.

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 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 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 (5 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 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 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 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





# SPECIAL SPONSORSHIP OPPORTUNITIES IN 2024

(Only one of each available)

## DOG GAMES & ACTIVITIES — \$5,000\*

- 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  
Logo at 5 Dog Game areas (Lure Course, Agility, Dog Games, Dog Races, Dog Games & Activities Stage)  
Logo on Woofstock t-shirt

## 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

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

# 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

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 for your business:

- 2024 Best of the East Nominee, Best Charitable Event, Cleveland Magazine
- 2023 Best of the East Winner, Best Charitable Event, Cleveland Magazine
- 2023 Rescue Village Information Sheet: [www.rescuevillage.org/wp-content/uploads/2023/12/RV-INFO-SHEET-2023-2.pdf](http://www.rescuevillage.org/wp-content/uploads/2023/12/RV-INFO-SHEET-2023-2.pdf)
- Fox 8 2023 Woofstock Commercial: [youtu.be/O6IGKvJzOdg](https://youtu.be/O6IGKvJzOdg)
- 2023 Sponsor Promotional Video: [youtu.be/rDzLVYziSNA](https://youtu.be/rDzLVYziSNA)
- 2023 Woofstock Photo Gallery: [www.smugmug.com/app/organize/2023-Woofstock](http://www.smugmug.com/app/organize/2023-Woofstock)

## 2023 Statistics

- 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!



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

**Lure Courses Family Friendly**



# 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

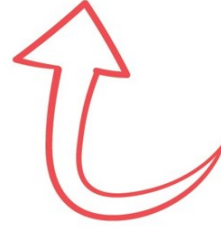
-835,367 Impressions



# WHO WILL BE THE NEXT ALPHA DOG?

## Rescue Village's Woofstock

YOUR DOG  
HERE!



**Only one dog can be the alpha of Woofstock's 2,000+ dog pack and it could be yours!**

Attend our Tails at Twilight Gala on June 15, 2024 to have the opportunity to bid on the Alpha Dog spot! Ticket sales begin April 25, 2024. Seats are very limited, so don't miss this opportunity!

More info at [www.rescuevillage.org/event/gala/](http://www.rescuevillage.org/event/gala/)

### Alpha Dog includes:

- Your dog will be transformed into a cartoon by Jenny Campbell and their cartoon face will be integrated into Woofstock's logo, going everywhere the logo does including:

*event signage, billboards, yard signs, TV advertisements, T-Shirts, and more.*

- You and your dog will be the *Leaders of the Pack* for the 2024 Woofstock Ramble, a dog parade/walk, accompanying Ramble's top fundraisers.

- You and your dog will be one of the judges for the Woofstock Dog Costume Contest.

- You and your dog will receive a professional photograph that will be this photograph that is used to create the cartoon of your Woofstock Alpha Dog.



### 2022 Alpha Dog: Cole

Cole is a Boxer/Pitbull/Labrador mix who was adopted from Rescue Village in 2019 when he was 3 ½ years old. Thank you to Cole's owners, Terry and Pat Palermo.



### 2023 Alpha Dog: Coco

Coco is a Newfoundland who's owners value Rescue Village's life-saving work and made a winning charitable auction donation. Thank you to Coco's owners, Sean and Mary Margaret Dorsey.

# 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

# Rescue Village's Woofstock

## 2024 SPONSORSHIP AGREEMENT FORM\*

Please fill out the form below and return it to Rescue Village via e-mail to [events@rescuevillage.org](mailto:events@rescuevillage.org) or by mail. 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, Claimed \$15,000               | <input type="radio"/> Rescue Rrrow, Claimed \$3,000  |
| <input checked="" type="radio"/> Top Dog, \$10,000 (5 available) | <input type="radio"/> Beer Garden, Claimed \$3,000   |
| <input type="radio"/> Best in Show, \$5,000                      | <input type="radio"/> Dog Games & Activities \$5,000 |
| <input type="radio"/> Tail Wagger, \$3,000                       | <input type="radio"/> Stage Sponsor, \$3,000         |
| <input type="radio"/> Paw Pal, \$1,000                           |  |

### PAYMENT

- 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: \_\_\_\_\_

\* Sponsorship agreement must be received by August 1, 2024 to guarantee all benefits

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



15463 Chillicothe Rd., Novelty OH 44072

EIN: 23-7358431

Rec'd by: \_\_\_\_\_ on \_\_\_\_\_, 2024