

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.

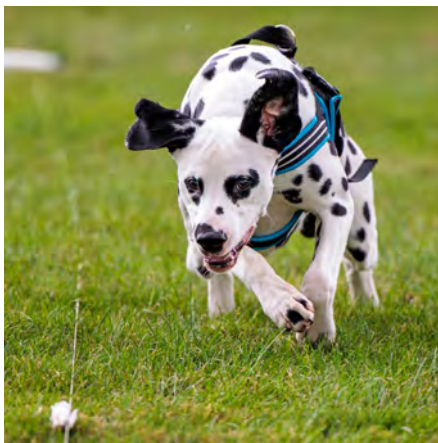
Woofstock is an anticipated, and beloved part of the **Cleveland** area's cultural calendar for thousands of dogs and their people.

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 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 (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 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



Rescue Village's
Woofstock

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. 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

*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



Archaeological
Networks



embrace
PET INSURANCE



rescuevillage



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!



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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

embrace[™]
PET INSURANCE



Best In Show Sponsors

Augustus Family
Foundation



Hollywood
Feed



Wenk Family
Charitable Foundation



Tail Wagger and Activities Sponsors



KeyBank
Opens Doors.™

onyx
creative



VCA
VCA Great Lakes
Veterinary Specialists

Paw Pal Sponsors



In-Kind Sponsors



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