

Rescue Village's **Woofstock**

Northeast Ohio's Award Winning Dog Festival + Fundraiser

2025 SPONSORSHIP OPPORTUNITIES



32nd Anniversary | 1993-2025

SEPTEMBER 7, 2025

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. In 2024, RV's clinic conducted over 4,000 vet visits.

Similarly, our **shelter services** and **resources** promote responsible pet ownership. Through humane education and community outreach.

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 its lifesaving work.

Rescue Village's **Woofstock** is an anticipated, and beloved part of the **Cleveland** cultural calendar for thousands of dogs and their people. Cleveland Magazine awarded Woofstock as the **Best Charitable Event of the** East in 2023 and 2024.

Woofstock 2024 hosted **9,800 attendees**, celebrating over 30 years of fun for the whole family.

In 2024 Woofstock hosted two live performers, dog games, lure courses, over 90 vendors, 6 local brewers in the beer garden, kids activities, a retro photo booth, princesses and princes, and **so much more dog-gone fun!**



Learn more about this exciting sponsorship opportunity:

2024 Highlights

- Nominated for 2025 Best of the East, Best Charitable Event, Cleveland Magazine
- 2024 Best of the East Winner, Best Charitable Event, Cleveland Magazine
- 2023 Best of the East Winner, Best Charitable Event, Cleveland Magazine
- 2024 Cleveland.com Article: <https://www.cleveland.com/metro/2024/09/woofstock-2024-is-a-doggone-good-time-photos.html>
- 2024 Teaser Video: <https://www.youtube.com/watch?v=z2rvoYpX9A0>
- 2024 Woofstock Photo Gallery: <https://rescuevillage.smugmug.com/Woofstock-2024>
- PR Newswire Press Release: <https://www.prnewswire.com/news-releases/rescue-villages-woofstock-sponsors-have-raised-over-100-000-for-the-award-winning-fundraising-event-302238418.html>
- 2024 Woofstock Webpage: <https://www.rescuevillage.org/event/woofstock-2024/>
- 2024 Digital Event Guide: <https://www.rescuevillage.org/wp-content/uploads/2024/09/2024-event-guide-for-web.pdf>
- 2024 Event Article: <https://www.rescuevillage.org/woofstock-2024-is-a-doggone-good-time/>
- 6.7 million social and traditional media impressions in 2024
- 1.5 million people reached in 2024
- Added dock diving attraction in 2024
- 9,800 humans and 4,000 dogs attended
- 48% of vendors made over \$500 in gross revenue in 2024
- 50% of survey respondents said dock diving was their favorite activity!
- 40% of survey respondents were first-year attendees in 2024!
- 80% of survey respondents said dog watching was their favorite activity!
- 79% of survey respondents brought their dog to Woofstock in 2024
- 90% of survey respondents are excited for Woofstock 2025!



2024 Media Reach and Impressions

Sponsors receive benefits before, during, and following the event.

Woofstock Sponsors are seen by millions!

Meta, RV website, E-Newsletter,
Print Ads, Onsite Marketing

of Impressions: 6.7 million

Reach: 1.5 million

Clicks: 249023

Digital Event Guide

of Views: 8,519

Clicks: 1,711

Downloads: 1,695

- 89% of survey respondents noticed
our sponsors online or at Woofstock in
2024



Grow your business and support animals as a Woofstock Sponsor.



SPONSORSHIP OPPORTUNITY TIERS

PRESENTING — \$15,000 (SOLD OUT)

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 400 sidewalk signs
 - Company logo on banner displayed on roadside at Polo Field prior to event
 - Company recognition in at least 1 event press release
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- Company recognition in select RV Digital E-Newsletters and Eblasts
 - Company recognition in select RV Evergreen ads
 - Announcement of sponsorship on RV Facebook page with other sponsors
 - 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 2025 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 2025 Woofstock T-Shirt (Must be confirmed by 8/1)
- Company logo on flags at event entrances
- 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 provided by RV)

POST-EVENT:

- Company logo with sponsor level in RV Digital E-Newsletter
- Company logo in 2025 post event Woofstock video



SPONSORSHIP OPPORTUNITY TIERS

TOP DOG — \$10,000 (5 of 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 400 sidewalk signs
- Company logo on banner displayed on roadside at Polo Field prior to event
- Company recognition in at least 1 event press release
- Company recognition in select broadcasted marketing
- Company recognition in select RV Digital E-Newsletters and Eblasts
- Company recognition in select RV Evergreen ads
- Announcement of sponsorship on RV Facebook page with other sponsors
- 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
- 15 complimentary admissions to Woofstock
- 10 complimentary 2025 Woofstock T-Shirts
- Company logo on individual flag banners at the North and South entrances to the event

AT-EVENT:

- Company logo on the 2025 Woofstock T-Shirt (Must be confirmed by 8/1)
- Company logo on banner at Main Stage
- Company logo on 2000 printed Event Guides
- FB Live session with company rep
- Sponsor Booth (1 table and 2 chairs provided by RV)

POST-EVENT:

- Company logo with sponsor level in RV Digital E-Newsletter
- Company logo in 2025 post event Woofstock video



SPONSORSHIP OPPORTUNITY TIERS

BEST IN SHOW — \$5,000

PRE-EVENT:

- Company logo on 400 sidewalk signs
- Company logo on banner displayed on roadside at Polo Field prior to event
- Company recognition in at least 1 event press release
- Company recognition in select broadcasted marketing
- Company logo on select FB ads
- Company logo in select newspaper print ads

- Company recognition in select RV Digital E-Newsletters and Eblasts
- Company recognition in select RV Evergreen ads
- Announcement of sponsorship on RV Facebook page with other sponsors
- 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 2025 Woofstock T-Shirts
- Company logo on the 2025 Woofstock T-Shirt (Must be confirmed by 8/1)
- Company logo on banner at Main Stage
- Company logo on 2000 printed Event Guides
- FB Live session with company rep
- Sponsor Booth (1 table and 2 chairs provided by RV)

POST-EVENT:

- Company logo with sponsor level in RV Digital E-Newsletter
- Company logo in 2025 post event Woofstock video



SPONSORSHIP OPPORTUNITY TIERS

PAW PAL — \$1,000

PRE-EVENT:

- Announcement of sponsorship on RV Facebook page with other sponsors
- Company logo on Woofstock page of the RV website with hotlink
- Company logo in digital event guide

AT-EVENT:

- Company logo on the 2025 Woofstock T-Shirt (Must be confirmed by 8/1)
- 2 complimentary 2025 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 Digital E-Newsletter
- Company logo in 2025 post event Woofstock video



SPECIAL SPONSORSHIP OPPORTUNITIES IN 2025

(Only one of each available)

DOG GAMES & ACTIVITIES — \$5,000

- Pre-event:**
- Logo on select 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 Stage)
 - Logo on Woofstock t-shirt

RESCUE ROW — \$3,000

- Pre-event:**
- Logo on select FB posts promoting Rescue Row
 - Logo in Digital Event Guide
 - Linked logo on Woofstock website page
 - Company logo in select RV blast
- At event:**
- Logo/Signage at Rescue Row
 - Optional Sponsor Booth
 - Company mention from Main Stage during Adoptable Dogs Showcase

BEER GARDEN — \$3,000 (SOLD OUT)

- Pre-event:**
- Beer Garden naming rights
 - Logo on select 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
 - 500-600 limited edition Woofstock beer cups at Beer Garden

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
 - Optional Sponsor Booth

AD EXAMPLES FOR SPONSORSHIP OPPORTUNITY TIERS:

Event T-Shirt



Facebook Ad



Full page newspaper ad

Live Music, Dog Games, Food Trucks, Beer Garden, Lure Courses & Dock Diving!



PRESENTED BY



Sunday 9.8.24 - 10 am to 4 pm
Metroparks Polo Field | 12 & Under FREE



Billboard on I-271



Woofstock
September 8 | woofstock.fun
Metroparks Polo Field | 10 am to 4 pm



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 20, 2025 to have the opportunity to bid on the Alpha Dog spot! Seats are very limited, so don't miss this opportunity!

Interested in learning more? Email events@rescuevillage.org.



2023 Alpha Dog: Coco

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



2024 Alpha Dog: Sally

Sally is a Havanese whose owners strongly support Rescue Village and made the winning charitable donation. Thank you to Sally's owner, Barbara Corns.

THANK YOU TO OUR 2024 WOOFSTOCK SPONSORS

PRESENTED BY



Augustus Family
Foundation

