

10TH ANNUAL

WOOFSTOCK

& THE SURVIVOR CHARITY WALK



Benefitting the  **HUMANE SOCIETY**
FOR HAMILTON COUNTY

Pets



Love



And

ROCK & ROLL

www.WoofstockRocks.com

October 6, 2018

Nickel Plate District Amphitheater, Fishers, IN

Sponsorship Information

WHAT IS WOOFSTOCK

& THE SURVIVOR CHARITY WALK?



10TH ANNUAL WOOFSTOCK

- Indiana's **LARGEST** pet friendly music festival featuring dozens of vendors, activities for kids and canines, live music, food trucks, beer & wine garden and so much more!
- Since pets are family, our supporters and attendees are **loyal to brands that support the causes they care about** - your business will be able to attract **NEW** brand loyal customers!

WHY SHOULD YOU INVEST IN WOOFSTOCK?

- **NEW** sponsorship opportunities that can be customized to fit your business's needs
- Benefit from multi-layered media exposure including TV, radio, print, direct mail and our 60,000+ social media following

SCHEDULE

- 8:00 a.m. - 11:00 a.m.** Woofstock Vendor Set-Up
- 10:30 a.m. - 11:30 a.m.** Woofstock Survivor Charity Walk Registration/Check-in
- 11:30 a.m. - 12:00 p.m.** Woofstock Survivor Charity Walk
- 12:00 p.m. - 6:00 p.m.** Woofstock Festival Opens & Live Music!

WOOFSTOCK SURVIVOR CHARITY WALK

- Participants **raise money for the Survivor Program which funds the emergency and life saving care** for thousands of abused, neglected, injured, and seriously ill animals each year.
- This program also covers the costs associated with rescuing over 200 animals each year who are at the greatest risk for euthanasia in other Indiana shelters.
- **In 2017, our supporters raised over \$30,000 - and with your support, we'll achieve our goal of \$50,000 this year!**



Amberly, 8, is alive today because of the Survivor Program.



HUMANE SOCIETY
FOR HAMILTON COUNTY

LOVE & LET LIVE

BY THE NUMBERS

Reach the perfect audience that wants and needs your products and services.

NEW! The Nickel Plate District Amphitheater's \$4.2M renovation offers improved premium sponsor and vendor placement opportunities--completed just in time for Woofstock!



The festival reaches an average of **4K attendees** and their dogs each year who are serious about supporting the businesses that support us!

Your business will get invaluable exposure to **more than 60,000** of our loyal followers via social media.



We're telling the world about Woofstock with a multi-media lan including our e-newsletters reaching 20K, radio, print, TV, direct mail, social media and through our business partners!

If you have any questions regarding sponsorship or vendor opportunities, contact Cindy Wasson at eventsmanager@hamiltonhumane.com or (317) 674-0628.

LEAD THE PACK

PRESENTING STAGE SPONSOR



Enjoy the **newly renovated** \$4.2 million Nickel Plate Amphitheater with a bigger stage, upgraded lights and a state of the art sound system! Spectators will enjoy rebuilt seating with improved sight lines, a new 1,700 square foot air-conditioned pavilion and 24-jet fountain - completed just in time for Woofstock!

Our Woofstock Stage Sponsor will help subsidize the cost to bring a national or regional band to the festival--and be instrumental in helping us raise desperately needed funds for the animals.

Sponsorship Level: \$10,000

- **Exclusive stage naming rights** - The (insert your company) Stage - (featuring stage banner, PA, media, fliers & social media--and first right of refusal in 2019)
- Live acknowledgements as exclusive stage sponsor
- **Branded VIP Tent** near the stage to host corporate guests (for 30) and band meet & greet
- **Exclusive sponsor use and branding** of the new Pavilion--dubbed "The Cube"--an air conditioned space centrally located in the **highest traffic** location of the venue with access to public restrooms and electricity
- Logo featured on all promotional materials, event posters, banners, signage, and gate handout
- Logo **featured on direct mail postcard** sent to over 20,000 homes
- Logo and link featured on event website, e-blasts (minimum of 4); social media posts (minimum of 10)
- Logo **featured on landing page** of Survivor Charity Walk web-based funding platform
- Logo featured on Woofstock Festival event t-shirt **AND** Woofstock Survivor Charity Walk t-shirt
- Tent, tables, and chairs provided
- Complimentary admission tickets for 30 guests
- Sponsorship package can be customized to meet the unique needs of your business



LEAD THE PACK

SPONSOR WOOFSTOCK

GOLD SPONSOR: \$5,000

- Live acknowledgements during event
- **10x20 PREMIUM vendor space next to the "Cube" located in the highest traffic area of the venue**
- Tent, tables and chairs provided
- Logo featured on event promotional materials, posters, banners, and gate handout
- Logo featured on **direct mail postcard** sent to over 20,000 homes
- Logo and link featured on event website, e-blasts (minimum of 3); social media posts (minimum of 5)
- Logo **featured on landing page** of Survivor Charity Walk web-based funding platform
- Logo on Woofstock event t-shirt **AND** Woofstock Survivor Charity Walk t-shirt
- Complimentary admission tickets for 10 guests



SILVER SPONSOR: \$2,500

Cash or in-kind sponsorship

- Live acknowledgements during event
- **10x20 PREMIUM vendor space next to the "Cube" located in the highest traffic area of the venue**
- Tent, tables and chairs provided
- Logo featured on event promotional materials, posters, banners, and gate handout
- Logo and link featured on event website, e-blasts (minimum of 2); social media posts (minimum of 3)
- Logo and link included on **Survivor Charity Walk fundraising page**
- Logo on Woofstock event t-shirt **AND** Woofstock Survivor Charity Walk t-shirt
- Complimentary admission tickets for 5 guests



All sponsorship packages can be customized to meet the unique needs of your business.

SUPPORT THE SURVIVOR PROGRAM

AS A SURVIVOR WALK SPONSOR



The **Woofstock Survivor Charity Walk** is our annual dog walk that helps fund the Humane Society for Hamilton County's **Survivor Program**. This program funds the **life-saving and emergency care** for thousands of abused, neglected, and seriously ill animals each year.

Individuals, families, friends, coworkers and businesses can create teams to fundraise for these deserving animals while fostering your competitive spirit! Prizes will be awarded for each fundraising level met, as well as overall awards for individuals and teams that raised the most money!

Sponsorship levels can be cash or in-kind.



GREAT DANE SPONSOR: \$2,000

- **10x20 PREMIUM** vendor space as designated by the green placements on the attached map
- Logo featured on all Survivor Charity Walk specific promotional materials and gate handout
- Logo featured on Survivor Charity Walk **AND** Woofstock Festival banners
- Tent, tables and chairs provided
- Logo and link included on **Survivor Charity Walk fundraising page**, e-blast (minimum of 1); social media posts (minimum of 2)
- Logo on Woofstock Survivor Charity Walk t-shirt
- Complimentary admission tickets for 5 guests

LABRADOR SPONSOR: \$1,000

- **10x10 PREMIUM** vendor space as designated by the green placements on the attached map
- Logo featured on all Survivor Charity Walk specific promotional materials, banner and gate handout
- Tent, tables and chairs provided
- Logo and link included on **Survivor Charity Walk fundraising page** and social media post (minimum of 1)
- Logo Woofstock Survivor Charity Walk t-shirt
- Complimentary admission tickets for 4 guests

TABBY CAT SPONSOR: \$500

- **10x10 PREMIUM** vendor space as designated by the green placements on the attached map
- Logo and link featured on Survivor Charity specific promotional materials, banner and gate handout
- Tent, tables and chairs provided
- Logo Woofstock Survivor Charity Walk t-shirt
- Complimentary admission tickets for 2 guests



WOOFSTOCK & CHARITY WALK SPONSOR FORM

YES! I WANT TO BE A SPONSOR!

WOOFSTOCK FESTIVAL

Presenting Stage Sponsor (\$10,000)

Gold Sponsor (\$5,000)

Silver Sponsor (\$2,500)

SURVIVOR CHARITY WALK

Great Dane Sponsor (\$2,000)

Labrador Sponsor (\$1,000)

Tabby Cat Sponsor (\$500)

Deadline to be featured on the direct mail postcard is 8/31/18

CONTACT INFORMATION

Contact Name and Title: _____

Company Name: _____

Product or Service: _____

Address: _____

City/State/Zip: _____

Website: _____

Phone: _____ Email: _____

BILLING INFORMATION

Credit Card #: _____ Security Code: _____ Exp: _____

Billing Zip: _____ Signature: _____ Date: _____

Please send an .eps and .png file of your logo to eventsmanager@hamiltonhumane.com.

Please email your completed agreement with payment information to
eventsmanager@hamiltonhumane.com or mail to
Humane Society for Hamilton County Attn: Cindy Wasson at
1721 Pleasant Street, Suite B, Noblesville, IN 46060