



A Day of Peace, Paws & Music
March 10, 2012 * Founders Park, Islamorada, Florida

November 1, 2011

Dear Friend of the Animals,

We are very pleased to invite your business to our third annual **WOOFSTOCK** – A Day of Peace, Paws, and Music. Last year our musical mutt mingle was attended by over 8,000 visitors and 2,000 furry family members. Yes, the day was a success for every participant, sponsor and vendor - but most of all for the dozens of animals who were adopted!

We're inviting you to join other businesses and individuals to take advantage of one of many **WOOFSTOCK** Sponsorship Opportunities. This event promises great exposure for your business and the animals looking for a Forever Home!

We expect a huge crowd on Saturday, March 10, 2012 as we once again turn Founders Park into a Pet Adoption Music Festival. The day is filled with many events including contests, demos, food/drink, vendors, and of course-great musical performances. Admission to the event is free and your sponsorship is vital to our success - to help cover event costs, with any additional monies aiding qualifying participating non-profits. Please return the enclosed application/guideline materials by January 31, 2012, so we can follow-up with you to discuss participation and event details.

It will be a great atmosphere for your current and potential customers. If you have questions, please email us at info@MarrVelousPetRescues.org or call 305.453.1315 Visit our website at www.KeysWoofstock.com

Many sponsorship levels include FREE booth space in our merchant village – a great opportunity to promote your business to potential customers at **WOOFSTOCK**.

We want **WOOFSTOCK** to be the best event you and your business have ever attended! We hope it sounds as wonderful to you as it does to us!

For **WOOFSTOCK** and all the animals,

Michele Beach

Event Coordinator

Michele@MarrVelousPetRescues.org

Joy Martin

President

[MarrVelous Pet Rescues, Inc.](http://MarrVelousPetRescues,Inc)

An event to benefit [MarrVelous Pet Rescues, Inc.](http://MarrVelousPetRescues,Inc)

A tax exempt not for profit charitable corporation registered with the Internal Revenue Service as a 501c3 organization FL#SC-08292



A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL FREE 800-435-7352 WITHIN THE STATE. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL OR RECOMMENDATION BY THE STATE REG# CH30978



A Day of Peace, Paws & Music
March 10, 2012 * Founders Park, Islamorada, Florida
In the beautiful Florida Keys
Sponsorship Opportunities

MarrVelous Pet Rescues is thrilled to invite you to join us at **WOOFSTOCK**, A Day of Peace, Paws & Music. Our musical mutt mingle will be an all day celebration of our four-legged friends. We have invited other animal organizations to be part of our Super Adoption Village. Join us for this one day festival! Music, Food, Vendors, Contests, Demonstrations, **WOOFSTOCK** Memorabilia and More! Select the level of participation that best suits you and/or your organization.

Certain Levels Receive Booth Space which requires a vendor packet to be completed- If you would prefer not to have a booth you may donate the space to one of the many animal organizations interested in participating in **WOOFSTOCK**. Your name will be prominently displayed in recognition at the booth.

Exclusive Sponsorship for specific events available!

Beer Garden, Acoustical Stage, Water Bowl, Doggy Daycare

And the famous ~**Poop Patrol**

Contact us for details

General Sponsorship Levels:

🐾 The Ulti-Mutt with the Most \$10,000+

- Everything listed in Hippy Hound, plus:
- Main sponsor for logo/name placement on Woofstock Memorabilia (TBD) Keepsake for every visitor
- Top logo/name placement on Woofstock T-shirt
- Top logo/name placement on Woofstock Event Banner
- Top logo/name placement on all print and on website
- Your Banner in premier location at event
- 10 VIP Seat Passes
- VIP Parking for 4 cars
- 10 Woofstock T-Shirts instead of 8
- 10 Woofstock Car magnets instead of 8

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❦ Hippy Hound \$5,000 to \$9,999

- Everything listed in Keen K9, plus:
- Premier placement of logo/name on Woofstock T-shirt
- Premier Placement on all print and on website
- VIP Name mention on all radio/and during Woofstock Music Event
- Your Banner in premier location at event
- 8 VIP Seat Passes
- VIP Parking for 2 cars
- 8 Woofstock T-Shirts instead of 6
- 8 Woofstock Car magnets instead of 6

❦ Keen K9 \$2,500 to \$4,999

- Everything listed in Flower Power Pooch, plus:
- Logo/name on Woofstock T-shirt
- Placement on all print and on website
- Placement of logo/name on Event Banner
- Name mention on radio/and during Woofstock Music Event
- Opportunity to place your banner at premier location at event (to be determined)
- Double size booth with preferred placement
- VIP Parking for one car
- 6 Woofstock T-Shirts instead of 4
- 6 Woofstock Car magnets instead of 4

❦ Flower Power Pooch \$1,000 to \$2,499

- Everything listed in Righteous Rover, plus:
- Opportunity to place your banner at event (location to be determined by event coordinator)
- Recognition on all print ads
- Name mention on select radio/and during Woofstock Music Event
- 4 VIP Seat Passes
- 4 Woofstock T-Shirts instead of 2
- 4 Woofstock Car magnets instead of 2

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🐾 Righteous Rover \$500 to \$999

- Everything listed in Far Out Fido, plus:
- Preferred placement of booth space (Food/Beverage Vendor welcome)
- Print recognition on local print ads
- Print Recognition on local poster advertising
- 2 Woofstock T-Shirts instead of 1
- 2 Woofstock Car magnets instead of 1

🐾 Far Out Fido \$250 to \$499

- Everything listed in Hang Loose Hot Dog, plus:
- Booth space 10x10 (No food/beverage vendor)
- Print recognition on local poster advertising
- 1 Woofstock T-Shirt

🐾 Hang Loose Hot Dog \$100 to \$249

- Businesses start at this level
- Everything listed in Funky Furball, plus:
- Certificate of Appreciation to display at your business
- Business Link on Woofstock Website

🐾 Funky Furball \$50 to \$99

- Available only to individuals, not businesses
- Everything listed in Groovy Pup, plus:
- Individual or family name listed on Woofstock website
- Individual or family name listed in Woofstock "Thanks You" local print ad

🐾 Groovy Pup \$10 to \$49

- Available only to individuals, not businesses
- Woofstock Car Magnet
- Individual or family name listed on message board at Woofstock

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Sponsorship Agreement Form

The undersigned commits and agrees to sponsor
WOOFSTOCK, A Day of Peace, Paws & Music upon the terms and conditions set forth herein.

Business/Individual/Family Name	
Name to be listed on all applicable promotional materials	
Contact Person	
Phone	
Mailing Address	
Fax	
Website	
Email	
Do you wish to donate your booth space (Far Out Fido and above)	
Do you have a banner you would like to display at Woofstock (Flower Power Pooch and Higher) If yes, how large is it?	

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Sponsorship Level*

Please Check One	Level	Cash	In-Kind
	<u>Exclusive Sponsorship: Circle One</u>		
	Poop Patrol, Beer Garden, Acoustical Stage, Water Bowl, Doggy Daycare		
	<u>General Sponsorships:</u>		
	The Ulti-Mutt with the Most		
	Hippy Hound		
	Keen K9		
	Flower Power Pooch		
	Righteous Rover		
	Far Out Fido		
	Hang Loose Hot Dog		
	Funky Furball (individuals/family only)		
	Groovy Pup (individuals/family only)		

*IN-KIND contributions that reach a Sponsorship Level will receive that level of benefits

Method of Payment (Please check one)

Check (Payable to MPR, List WOOFSTOCK in Memo)	
Cash	
Credit Card	

CC# _____ exp. _____

Sponsorship Benefits and Agreement: The Sponsor shall be entitled to receive all the benefits specified in the attached materials for the selected Sponsorship Level. Payment must be made in full to entitle the Sponsor to the benefits provided. The fact that the Sponsor had not made any payments due herein within the time scheduled will not relieve the Sponsor from the legal obligation to pay all sums of money agreed to under this Agreement. In the event that MarrVelous Pet Rescues on behalf of Woofstock shall be required to institute legal proceedings to enforce any provision of this Agreement, they shall be entitled to receive their reasonable attorney fees and costs incurred, in addition to any other relief granted.

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DEADLINE: In order to guarantee all benefits associated with the printed sponsorship materials, sponsorship commitment needs to be made as early as possible. Priority shall be given to Sponsors in the order of commitment and payment received. Payment (or other mutually agreed arrangement with Event Coordinator) must accompany signed agreement form.

In-Kind Donations

I would like to donate goods, certificates, or services to be used as prizes/raffles. Donations must be received by February 28, 2012.

<u>(List items to be donated)</u>	<u>(Value)</u>

Unfortunately, I won't be able to sponsor or donate an in-kind item, but would like to send my gift of \$_____ for **WOOFSTOCK** in memory/honor of_____. Make check payable to MPR. Please note on check, "For Woofstock" and/or "in memory of _____" or "in honor of" _____.

NAME

SIGNATURE

DATE

Please email logo and website link information to: info@MarrVelousPetRescues.org

Mail or fax (305-451-5299) this completed form along with payment to:

WOOFSTOCK, 101425 Overseas Hwy. Suite 338, Key Largo, FL 33037

Questions? Please contact us at info@MarrVelousPetRescues.org or by phone 305.453.1315

WOOFSTOCK Representative _____ Phone _____

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