



PET ROCK FESTIVAL

THEY CAN'T TALK SO WE WILL

2010 Sponsorship and Vendor Information

Date Sunday, September 12 from noon to 5 p.m. (rain date, Sept. 19)

Place Quinsigamond Community College, 670 West Boylston St., Worcester

Purpose To foster awareness of animal-related issues and to promote animal shelters/humane societies and pet rescues in the Northeast region as well as local and national veterinary clinics, pet supply stores and other animal welfare organizations.

Pet Rock Fest is the only event of its kind produced and managed by a nonprofit organization. And the only event of its kind that donates 100% of proceeds to benefit worthy animal welfare groups, including animal shelters, anti-cruelty organizations and spay-neuter programs.

Expectations To educate the public about animal issues (and this includes all animals, not just domestic pets) such as overpopulation, cruelty, adoption programs, legislation and the wants and needs of local shelters and rescues. Judging by the overwhelming attendance in previous years, we expect an increase at 2010's event, our 12th annual.

Pet Rock Fest continues to be an "event not to be missed" for animal lovers and has become an annual tradition for the thousands who have attended over the past eleven years. Pet owners, animal lovers and families seeking a fun day out come together not only to see and be seen with his or her best friend, but to take in the spectacular exhibits, demonstrations, educational programs, special attractions, pet adoptions (prohibited the day of the event), product samplings and giveaways, entertainment, vegetarian food and fun. The event has attractions for adults and kids, and plenty of things to see, do and buy. Annual attractions include the New England Disc Dog Club, free rabies clinic,

low cost I.D. microchipping, dozens of pet related vendors selling products, adoptable pet parade, raffles, dog and cat contests, live music, vegetarian food vendors, Kind Kids fun and game pavilion, animal contests, demonstrations, doggie massages, doggie water park and timely interactive exhibits.

Pet Rock Fest is New England's largest animal and pet product expo offering pet product manufacturers, retailers and distributors a unique opportunity to establish and strengthen their brand and public image.

Their impressions are presented to the 5,000-7,000 people in attendance with the potential to sell product, educate attendees and receive feedback from their target markets. The possibility for reaching huge numbers of pet owners in today's ever-changing marketplace makes Pet Rock Fest the most cost effective sales and marketing tool available in the entire Northeast region. We have also maintained sponsorship and vendor levels that are much more affordable than similar events.

Pet Rock Fest attracts representatives from all areas of the animal world, including manufacturers, interest groups, distributors, retailers, hobbyists, pet clubs, veterinarians, holistic medical professionals, animal care professionals, animal shelters, breed rescues, and agility/training organizations in order to provide the animal loving public and consumers with the most comprehensive and exciting event possible. If you sell pet products or services, you owe it to your business to be there. You can reach thousands of pet owners in one setting. The investment you make for this one-day show will be paid back to your business many times over.

Mission The primary role of the Pet Rock Festival is education and awareness. The idea for the Pet Rock Festival was incepted with the mission to promote kindness to all animals in a fun, family setting. This includes distributing information on the importance of combating cruelty, understanding responsible pet ownership and learning to apply techniques and principles of how to help further the cause for our animal friends.

Funded (in part) by the Commonwealth of Massachusetts, Department of Business and Technology/Office of Travel and Tourism. For statewide travel information, visit www.massvacation.com. Also published in cooperation with the Central Massachusetts Convention and Visitors Bureau.

Pet Rock Fest grows bigger each year thanks to our promotions

BROADCAST

- Radio** An abundance of airtime on radio stations with a demographic listener base that best matches the consumers and pet owners/animal lovers you want to see.
- Television** Coverage during prime viewing hours on major networks, independent channels, and/or cable networks. PSAs created specifically to target pet lovers throughout New England.

PRINT AND ONLINE

- Newspapers** Numerous advertisements, feature editorials and pictorials in daily and weekly major as well as community newspapers - targeted to weekend planners and pet lovers. Inclusion in community calendars and event sections of newspapers throughout New England, and sometimes beyond (we receive support, for instance, from the national magazine *Vegetarian Times*, as well as AAA). *Kind News*, produced by the Humane Society, promotes Pet Rock Fest on the cover of each issue, with a banner ad that advertises the date of the event.
- Magazines** Display ads, features and pictorials in monthly and quarterly travel, entertainment and pet related publications that reach the entire New England area.
- Public Relations** Numerous press releases and special invitations to members of the press, generating coverage of the show. Appearances by Pet Rock representatives on many stations.
- News Coverage** Appropriate trade shows and events throughout the year that bring attention to the festival.
- Outdoor** High visibility posters, banners and flyers distributed throughout Central Massachusetts.
- Advertising** Distribution through the Massachusetts Office of Travel and Tourism network, our Website and many other animal-friendly sites that work in conjunction with Pet Rock.
- VIP Campaign** Special VIP tickets provided for enter to win, call in and internet winners through on-air and print related promotions. Opportunity to capture consumer data through these channels.
- Web Links** Links to the event site from event participants' Web sites with Pet Rock banner ads.
- Direct Email** Event details emailed to database lists hitting thousands of animal lovers, including a monthly newsletter. Opportunity for sponsor online promotions.
- Guerrilla Marketing** Volunteer network of flyer, poster, rack card and coupon distribution that peppers the New England region through private and professional channels. These collateral pieces reinforce the media and advertisement campaigns already in place.

As with previous years, levels this year include a spot in the Pet Rock Festival Program Guide – sponsored by the Worcester Telegram and Gazette. This guide will include listings, schedule of events, articles, resources and more and will be handed to attendees of the fest, as well as included in the Thursday issue of the Telegram prior to the Festival.

PET ROCK FESTIVAL

Sponsorship opportunities

Top Dog Exclusive Presenting Sponsor: \$15,000

- **Naming Rights:** Presenting Sponsors will have recognition in TV, radio, print media collateral, publicity and any other marketing collateral such as T-shirts, posters, ads. The company name would appear as “**Pet Rock Fest presented by...**”
- **Exclusivity:** Elite category with restricted limit on sponsors per product category
- **Radio Promotion:** To be determined; Pet Rock always collaborates with a major New England area radio station.
- **Exhibit Space:** Guaranteed **largest exhibit space** at the festival — your location (next to the events main stage OR at the front entrance your choice). We will supply tent and signage
- **Event Signage:** Banner space on main stage. Includes above booth and one on the festival grounds in prominent location. We will provide banners with grommets for hanging unless otherwise specified by the Sponsor.
- **Event Judging/Recognition:** Your choice of the opportunity to judge two of several major events happening throughout the day and to award/present any gift or check to the winning organization. (I.e. Adoptable Pet Parade, dog contests, cat photo contest, etc.)
- **Full page, full color ad (10” x 11.5”) in the Pet Rock Festival Program Guide:** sponsored by the *Worcester Telegram and Gazette*, this guide will include listings, schedule of events, articles, resources and more and will be handed to attendees of the fest, as well as included in the Thursday issue of the *Telegram* prior to the Festival.
- **Website Hotlinks:** Distinct ways to link to your Website. The Website hot choice of link benefit enables consumers to access your Website in many distinct places on the Pet Rock Website located at www.petrockfest.com and www.petrockfest.org. When visitors view the page for sponsors, your company name will appear and when clicked, will go link to your Website.
- **Banner Ad:** Website Banner ad on Pet Rock homepage for Presenting Sponsor
- **Tickets:** 40 complimentary entrance tickets upon request.
- **VIP Parking Passes (6)** — allows you to park closest to the entrance
- **Product sampling opportunity**, coupons and/or literature distribution to festival goers at the gate (sponsor must provide)
- **Opportunity for Photo Sessions** associated w/check presentations and event judging
- **VIP Hospitality Tent** an opportunity to have a meet and greet with featured entertainers

Contact:

Charlene Arsenault at petrockfest@gmail.com
Jeannie Hebert at jeannie@blackstonevalley.org
Sheryl Brackey at scasdirector@hotmail.com
Jane Morgan, Artonpark@aol.com

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Sponsorship opportunities

Fat Cat Level: \$10,000:

- **Limited Exclusivity:** Restricted limit on sponsors per product category (pet store, dog food, etc.) Recognition in radio and print media collateral, publicity and other marketing collateral such as T-shirts, posters, ads.
- **Radio Promotion:** Major New England based radio station to be determined
- **Exhibit Space:** Double booth area exhibit space at the festival — Next to the events main stage OR at the front entrance your choice. Sponsor will supply tent and signage
- **Event Signage:** Banner space on main stage and one on the festival grounds in prominent location. Sponsor will provide banners with grommets for hanging unless otherwise specified
- **Event Judging/Recognition:** Your choice of the opportunity to judge one of several major events happening throughout the day and to award/present any gift or check to the winning organization. (I.e. Adoptable Pet Parade, dog contests, cat photo contest, etc.)
- **Full page (10" x 11.5"), black and white ad in the Pet Rock Festival Program Guide:** sponsored by the *Worcester Telegram and Gazette*, this guide will include listings, schedule of events, articles, resources and more and will be handed to attendees of the fest, as well as included in the Thursday issue of the *Telegram* prior to the Festival.
- **Website Hotlinks:** Distinct ways to link to your Website. The Website hot choice of link benefit enables consumers to access your Website in many distinct places on the Pet Rock Website located at www.petrockfest.com and www.petrockfest.org. When visitors view the page for sponsors, your company name will appear and when clicked, will go link to your Website.
- **Tickets:** 30 complimentary entrance tickets upon request.
- **VIP Parking Passes (4)** — allows you to park closest to the entrance
- **Product sampling opportunity**, coupons and/or literature distribution to festival goers at the gate (sponsor must provide)
- **Opportunity for Photo Sessions** associated w/check presentations and event judging

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Saint Bernard: \$5,000

- **Prominent location** — your choice of location (front entrance or next to the events stage)
- **Your logo** on the live performance stage banner (sponsor must supply)
- **Radio Promotion:** Major New England Area radio station to be determined
- **Recognition** print media collateral, publicity and other print marketing
- **Product sampling** opportunity, coupons and/or literature distributed to festival goers at the gate (sponsor must provide)
- **Your logo** on T-shirts all printed promotional materials and print ads
- **Three-quarter page (10" x 8"), black and white ad in the Pet Rock Festival Program Guide:** sponsored by the *Worcester Telegram and Gazette*, this guide will include listings, schedule of events, articles, resources and more and will be handed to attendees of the fest, as well as included in the Thursday issue of the *Telegram* prior to the Festival.
- **Website Hotlinks:** Distinct ways to link to your Website. The Website hot choice of link benefit enables consumers to access your Website in many distinct places on the Pet Rock Website located at www.petrockfest.com and www.petrockfest.org. When visitors view the page for sponsors, your company name will appear and when clicked, will go link to your Website.
- **Tickets:** 20 complimentary entrance tickets upon request.
- **VIP Parking Passes (2)** — allows you to park closest to the entrance
- **Numerous** live mentions throughout the event
- **Participation** in the presentation of the donation checks
- **Booth space:** 10x10 space on the field (you must supply tables, tents, chairs)

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Sponsorship opportunities

Chihuahua: \$3,000

- **Your logo** on T-shirts and all printed materials and print ads
- **Numerous** live mentions throughout the event
- **Tickets:** 10 complimentary entrance tickets upon request.
- **Half page (10 x 5.5”), black and white ad in the Pet Rock Festival Program Guide:** sponsored by the *Worcester Telegram and Gazette*, this guide will include listings, schedule of events, articles, resources and more and will be handed to attendees of the fest, as well as included in the Thursday issue of the *Telegram* prior to the Festival.
- **Website Hotlinks:** Distinct ways to link to your Website. The Website hot choice of link benefit enables consumers to access your Website in many distinct places on the Pet Rock Website located at www.petrockfest.com and www.petrockfest.org. When visitors view the page for sponsors, your company name will appear and when clicked, will go link to your Website.
- **Booth space:** 10x10 space on the field (you must supply tables, tents, chairs)

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Happy Cat: \$2,500

- **Your company name** on printed posters, rack cards and flyer promotional materials
- **Numerous** live mentions throughout the event
- **Tickets:** 6 complimentary entrance tickets upon request.
- **Booth space:** 10x10 space on the field (you must supply tables, tents, chairs)
- **Quarter page (4.875" x 5.5"), black and white ad in the Pet Rock Festival Program Guide:** sponsored by the *Worcester Telegram and Gazette*, this guide will include listings, schedule of events, articles, resources and more and will be handed to attendees of the fest, as well as included in the Thursday issue of the *Telegram* prior to the Festival.
- **Listing/link on sponsor page of the Website**

Weblink on the Pet Rock site to your site.

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Sponsorship opportunities

fuzzy ferret: \$1,000

- **Your company name** on printed posters and flyer promotional materials
- **Numerous** live mentions throughout the event
- **Tickets:** 4 complimentary entrance tickets upon request.
- **Booth space:** 10x10 space on the field (you must supply tables, tents, chairs)
- **Eighth page (4.875" x 2.5"), black and white ad in the Pet Rock Festival Program Guide:** sponsored by the *Worcester Telegram and Gazette*, this guide will include listings, schedule of events, articles, resources and more and will be handed to attendees of the fest, as well as included in the Thursday issue of the *Telegram* prior to the Festival.
- **Listing/link on sponsor page of the Website**

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Warm and Cuddly Vendor Booth: \$500

- **Booth space:** 10x10 space on the field (you must supply tables, tents, chairs)
- **Numerous** live mentions throughout the event
- **Tickets:** 2 complimentary entrance tickets upon request.
- **Sixteenth page (2.31" x 2.5"), black and white ad in the Pet Rock Festival Program Guide:** sponsored by the *Worcester Telegram and Gazette*, this guide will include listings, schedule of events, articles, resources and more and will be handed to attendees of the fest, as well as included in the Thursday issue of the *Telegram* prior to the Festival.
- **Listing/link on sponsor page of the Website**

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Vendor Tables \$250

- **Booth Space:** 10x10 space on the field (you must supply tables, tents, chairs)
- **Business Listing in the Pet Rock Festival Program Guide:** sponsored by the *Worcester Telegram and Gazette*, this guide will include listings, schedule of events, articles, resources and more and will be handed to attendees of the fest, as well as included in the Thursday issue of the *Telegram* prior to the Festival.

Absentee Vendor \$100

Too far away to participate in person?

Pet Rock Fest is also happy to accept literature and/or product samples to be displayed at our Information Booth.

Your company should plan for at least 5,000 pieces of literature and/or samples to be passed out to event visitors. Shipping arrangements can be made with Charlene Arsenault at petrockfest@gmail.com.

Pet Rock Fest is also gladly accepting product donations to be used as prizes for the various events and contests in lieu of absentee vendor fees.

Products should be equal or greater to the vendor fee of \$250. Should you wish to donate items on a higher sponsorship scale you will also be eligible to receive all other marketing and PR that the higher sponsor levels receive.

A Great cause YOUR company can Support

You may have a scheduling conflict or are too far away to actually display at Pet Rock Fest but wish to help?

Please feel free to donate money, products or supplies with an estimated cost and we will be happy to send you a tax-deductible donation form for your tax purposes.

Rest assured that though your company may not have a physical presence at the event, we will be happy to promote **YOU** to the thousands who pass through our gates.

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