

PETPALOOZA



EVENT PROFILE

A special day for four-legged family members or other furry friends. The event kicks off with a 9:30am Dog Trot 3K/5K Fun Run. The FREE event also includes a variety of animal entertainment, children's activities, pet contests, a petting zoo, numerous vendor booths, food concessions, and lots of activities to keep both humans and pets entertained.

TARGET AUDIENCE	Pet lovers – families, youth, teens, adults and seniors
ESTIMATED ATTENDANCE	12,000+
DATE AND TIME	Saturday, May 18, 2024 10am-5pm (Dog Trot at 9:30am)
LOCATION	Game Farm Park, 3030 R Street SE

PROMOTIONAL PLAN

- Posters: 500+ delivered to businesses, schools and libraries in Auburn, Seattle, Tacoma and beyond
- Bookmarks: 10,000 distributed to regional pet/animal businesses/agencies
- E-flyers: distributed through the Auburn School District
- Government Access Cable Channel 21
- Series of paid event advertisements in various local/regional papers
- Advertising in 38,000 Auburn Parks, Arts & Recreation Guides delivered to households and businesses in Auburn
- Special Invitations to vendors and past participants
- Auburn@PLAY electronic newsletter to over 30,000 people (Feb. - May)
- Event Banner on Auburn Way and various fencelines
- Media Releases
- Website information
- Social media campaign
- Radio advertisements
- E-blasts and more.



TOP DOG PRESENTING SPONSOR

INVESTMENT - \$10,000
(ONE SPONSORSHIP AVAILABLE)

- Name added to event title as presenting sponsor
- ¼ page advertisement in 38,000 Recreation Guides (Fall 2024 Edition)
- Logo listed on all City-produced marketing materials including event flyers, event posters, newspaper ads, and all other promotional items related to Petpalooza 2024
- Opportunity to make welcoming comments at event
- Recognition at main event entrances (2), entertainment stage, and start/finish of Dog Trot race.
- Press releases announcing and promoting title sponsorship
- Name/logo on City of Auburn website, with the option of linking to own for duration of event
- Recognition on the City of Auburn's government access channel and in any pre-promotional event-related videos
- Logo included on event T-shirts
- Name/logo included in event program
- Promotional booth space (24' x 12') at the event with exclusivity rights
- Ability to provide up to six (6) banners to be posted throughout the event
- Ability to provide event bags to be handed out to all event participants
- Ability to host stage demonstration
- Name listed in Auburn@PLAY electronic newsletter – e-mailed to over 30,000 program participants, April and May Editions
- Two complimentary VIP parking passes
- Ten (10) complimentary entries into the Dog Trot (registration required)

FEATHERED FAN

INVESTMENT - \$5,000

- 1/8 page advertisement in 38,000 Recreation Guides (Fall 2024 Edition)
- Logo listed on all City-produced marketing materials including event flyers, event posters, newspaper ads, and all other promotional items related to Petpalooza 2024
- Name recognized from the stage during welcoming comments
- Recognition at main event entrances (2) and entertainment stage.
- Recognition on the City of Auburn's government access channel and in pre-promotional event-related videos
- Name included in event press releases
- Logo included on event T-shirts
- Name/logo included in event program
- Promotional booth space (12' x 12') at the event
- Ability to host stage demonstration
- Name listed in Auburn@PLAY electronic newsletter – e-mailed to over 30,000 program participants, April and May Editions
- Five (5) complimentary entries into the Dog Trot (registration required)



T-SHIRT 'PAW'TNER

INVESTMENT - \$3,000

- Name listed as Event Sponsor in 38,000 Recreation Guides (Fall 2024 Edition)
- Logo listed on all City-produced marketing materials including event flyers, event posters, newspaper ads, and all other promotional items related to Petpalooza 2024
- Recognition at main event entrances (2) and entertainment stage
- Name recognized from the stage during welcoming comments
- Name/logo included in event program
- Name included in event press releases
- Logo included on event T-shirts
- Promotional booth space (12' x 12') at the event
- Ability to host stage demonstration
- Name listed in Auburn@PLAY electronic newsletter – e-mailed to over 30,000 program participants, April and May Editions
- Two (2) complimentary Dog Trot entries (registration required)

MAIN STAGE - PRESENTING SPONSOR

INVESTMENT - \$2,500
(ONE SPONSORSHIP AVAILABLE)

- Name listed as Event Sponsor in 38,000 Recreation Guides (Fall 2024 Edition)
- Presenting sponsor of entertainment stage – name added to title
- Recognition at main event entrances (2) and banner over entertainment stage
- Opportunity to make welcoming comments at the event
- Ability to post up to 3 banners in the Main Stage area
- Name recognized from the entertainment stage throughout the day
- Logo included in event program
- Name included in press releases
- Logo included on event T-Shirts
- Promotional booth space (12' x 12') at the event
- Name listed in Auburn@PLAY electronic newsletter – e-mailed to over 30,000 subscribers, April & May editions
- Two complimentary Dog Trot entries (registration required)
- Ability to provide stage emcee (emcee script provided)



PETTING ZOO - PRESENTING SPONSOR

INVESTMENT - \$2,500 (ONE SPONSORSHIP AVAILABLE)

Petpalooza will feature a premier 15' x 5 award-winning petting zoo featuring a variety of beautiful, friendly animals including: wallaby, sheep, mini pigs, goats, cavies, chickens, rabbits, and more.

- Name listed as Event Sponsor in 38,000 Recreation Guides (Fall 2024 Edition)
- Recognition at main event entrances (2) and petting zoo area
- Name recognized from the entertainment stage
- Logo included in event program
- Name included in press releases
- Logo included on event T-Shirts
- Promotional booth space (12'x 12') at the event
- Name listed in Auburn@PLAY electronic newsletter – e-mailed to over 30,000 subscribers, April & May editions
- Two complimentary Dog Trot entries (registration required)
- Petting Zoo Staff to wear your T-Shirts (if provided)
- Ability to post banners along Petting Zoo fenceline
- Logo recognition on signage pertaining to Petting Zoo

KID'S AG-VENTURELAND -PRESENTING SPONSOR

INVESTMENT - \$2,500 (ONE SPONSORSHIP AVAILABLE)

Contracted through The Great American Entertainment Company, this interactive and educational agricultural exhibit features agricultural themed hands-on activities, pedal tractor area, and crafts. Ten colorful 10' x 10' tents are filled with fun activity stations such as simulated cow milking with a life-size fiberglass cow, pony saddling, corn box, and much more. This attraction will be available to our festival patrons FREE of charge.

- Name listed as Event Sponsor in 38,000 Recreation Guides (Fall 2024 Edition)
- Recognition at main event entrances (2) and Ag-Ventureland area
- Name recognized from the entertainment stage
- Logo included in event program
- Name included in press releases
- Logo included on event T-Shirts
- Promotional booth space (12'x 12') at the event
- Name listed in Auburn@PLAY electronic newsletter – e-mailed to over 30,000 subscribers, April & May editions
- Two complimentary Dog Trot entries (registration required)
- Ag-Ventureland Staff to wear your T-Shirts (if provided)
- Ability to post banners along Ag-Ventureland area fenceline (if provided)
- Name/Logo recognition on signage pertaining to Ag-Ventureland



ALL-ALASKAN RACING PIGS PRESENTING SPONSOR

INVESTMENT - \$2,500
(ONE SPONSORSHIP AVAILABLE)

These adorable little athletes provide 5 races (each containing 3-4 heats) of hysterical entertainment. The famous All-Alaskan Racing Pigs are a team of the fastest and funniest athletes to serve up entertainment! Flat-track racing and hurdling are their specialties, but a good gag is always on the menu.

- Naming rights for Pig Races
- Name listed as an event sponsor in the recreation guide (Fall 2024 edition)
- Recognition at Main Event entrances (2), Main Stage and at Pig Races
- Name recognized from the Main Stage during welcoming comments and throughout the day
- Logo included in festival program
- Name included in press releases
- Logo included on t-shirts
- Promotional booth space (12'x12') at the event
- Ability to include give-a-ways/ pamphlets in the Dog Trot goodie bags
- Ability to post up to 4 banners near Pig Races, if provided
- Name listed in Auburn@Play e-blasts to over 30,000 subscribers; April and May editions
- Two complimentary Dog Trot entries (registration required)
- Ability to give a brief welcome before a race/races



THE K9 KINGS HIGH FLYING DOG SHOW

INVESTMENT - \$2,500
(ONE SPONSORSHIP AVAILABLE)

Back by popular demand is J.D. Platt's High Flying Dog Show! This ultimate dog show, as featured on CBS's reality show "Greatest American Dog", showcases thirteen breeds, the only daredevil dog agility, one of the rarest breeds in the world, the fastest frisbee dog in the world, the largest meet & greet area, the only "comic book hero" and multiple trainers. This fun mix of music, costumes, comedy, audience participation and high-flying trick dogs has become a professional entertainment act like no other in the world! Auburn's Petpalooza will feature 3 K9 Kings shows. All shows are FREE to festival attendees.

- Name listed as Event Sponsor in 38,000 Recreation Guides (Fall 2024 Edition)
- Recognition at main event entrances (2) and Show area
- Name recognized before and after each show
- Name recognized from the entertainment stage
- Logo included in event program
- Name included in press releases
- Logo included on event T-Shirts
- Promotional booth space (12' x 12') at the event
- Name listed in Auburn@PLAY electronic newsletter – e-mailed to over 30,000 subscribers, April & May editions
- Two complimentary Dog Trot entries (registration required)
- Ability to post banners along Show area fenceline (if provided)
- Name/Logo recognition on signage pertaining to Show

FOOD COURT SPONSOR

INVESTMENT - \$1,500
(ONE SPONSORSHIP AVAILABLE)

Auburn Petpalooza's food court consists of 10+ food vendors, showcasing a variety of food items at reasonable prices. The two, popular shaded areas will be presented by our Food Court sponsor, providing great visibility for your business as event guests are enjoying a relaxing meal or snack.

- Name listed as Event Sponsor in 38,000 Recreation Guides (Fall 2024 Edition)
- Presenting sponsor of food court – name added to title
- Presenter of picnic shelter and 20' x 20' shade tent – ability to post up to 4 banners on structures, if provided
- Logo included on event T-Shirts
- Name included in event program
- Promotional booth space (12' x 12') at the event

ANIMAL ADVOCAT'

INVESTMENT - \$1,500

- Name listed as Event Sponsor in 38,000 Recreation Guides (Fall 2024 Edition)
- Recognition at both main event entrances
- Recognition at entertainment stage
- Name included in event press releases
- Name/logo included in event program
- Logo included on event T-shirts
- Promotional booth space (12' x 12') at the event
- Name listed in Auburn@PLAY electronic newsletter – e-mailed to over 30,000 program participants, April and May Editions
- Two complimentary Dog Trot entries (registration required)



EVENT BAG SPONSOR

INVESTMENT - \$1,250
(ONE SPONSORSHIP AVAILABLE)

Auburn's Petpalooza features over 150 vendors, many who provide samples and give-a-ways. Get visibility for your business by providing bags to festival attendees! Sponsor may also include coupons and/or promotional item(s) in the bag.

Suggested amount = 10,000

- Name listed as Event Sponsor in 38,000 Recreation Guides (Fall 2024 Edition)
- Ability to distribute event bags at the event entrances (up to 4 locations)
- Name included in event program
- Promotional booth space (12' x 12') at the event

DOG TROT 'PAW'TNER

INVESTMENT - \$1,000

- Name listed as Event Sponsor in 38,000 Recreation Guides (Fall 2024 Edition)
- Recognition at start/finish of Dog Trot race
- Name recognized from stage during the announcement of winners
- Name included in event program
- Logo included on event T-shirts
- Ability to provide banner at start of Dog Trot
- Two complimentary Dog Trot entries (registration required)
- Promotional booth space (12' x 12') at the event

**'UNLEASHED' PET CONTEST
PRESENTING SPONSOR**

**INVESTMENT - \$1,000
(ONE SPONSORSHIP AVAILABLE)**

The 'Unleashed' Pet Contest is one of Auburn Petpalooza's most popular attractions! Held on the Main Stage at 12:05pm, the contest attracts an interested crowd of spectators. The hilarious 'Unleashed' Pet Contest is made up of 7 categories including the 'Best Pooch Smooch' and 'Best Pet/ Owner Look-A-Like'. The contest is open to festival guests at no charge and limited to 20 contestants per category; additional contest rules apply.

- Name listed as Event Sponsor in 38,000 Recreation Guides (Fall 2024 Edition)
- Presenting sponsor of contest – name added to contest title.
- Name included in event program
- Sponsor to provide contest prizes (suggested valued at \$50+ each)
- Encouraged to provide a minimum of one (1) Contest Judge
- Promotional booth space (12' x 12') at the event

PETPALOOZA SU'PURR'TER

INVESTMENT - \$700

- Name listed as Event Sponsor in 38,000 Recreation Guides (Fall 2024 Edition)
- Recognition from Entertainment Stage
- Name included in event program
- Promotional booth space (12' x 12') at the event

PETPALOOZA ON-SITE

BOOTH SPACE - \$350 (\$420 AFTER 4/5/24)

- Promotional booth space (12' x 12') at the event



Sponsor Levels

Petpalooza



Top Dog
\$10,000

Feathered Fan
\$5,000

T-Shirt 'Paw'tner
\$3,000

Main Stage
\$2,500

Petting Zoo
\$2,500

Kid's Adventureland
\$2,500

Racing Pigs
\$2,500

K9 Kings Dog Show
\$2,500

Food Court Sponsor
\$1,500

Animal Advo'cat'
\$1,500

Event Bag Sponsor
\$1,250

Dog Trot 'Paw'tner
\$1,000

On-Site Booth
\$350

Make your sponsor commitment before January 12, 2024 and save 10%

Unleashed' Pet Contest
\$1,000

Pet-Palooza Su'purr'ter
\$700

With commitment by March 1, 2024, the above packages are guaranteed. Customized sponsorship packages can be created to meet your needs, budget and goals.

CITY OF AUBURN PARKS, ARTS & RECREATION-2024 SPONSOR COMMITMENT

Contact Person		
Company Name		
Address		
City	State, ZIP	Phone
Email		

List on-site activity and/or any distribution materials and giveaways

Please check the following opportunities that interest you:

PETPALOOZA – MAY 18, 2024

- Top Dog: \$10,000
- Feathered Fan: \$5,000
- T-Shirt 'Paw'tner: \$3,000
- Main Stage: \$2,500
- Petting Zoo: \$2,500
- Kid's Ag-Ventureland: \$2,500
- All Alaskan Racing Pigs: \$2,500
- K-9 Kings High Flying Dog Show: \$2,500
- Food Court Sponsor: \$1,500
- Animal Advo'cat': \$1,500
- Event Bag: \$1,250
- Dog Trot 'Paw'tner: \$1,000
- 'Unleashed' Pet Contest: \$1,000
- Petpalooza Su'purr'ter: \$700
- On-Site Booth Space: \$350/\$420 after 4/5/24

KIDSDAY – JUNE 25, 2024

- Presenting Sponsor: \$10,000
- Multi-Platinum Partner: \$5,000
- Platinum Partner: \$3,000
- Gold Partner: \$1,000
- Silver Partner: \$700
- On-Site Booth Space: \$350/\$420 after 5/1/24

**FOURTH OF JULY FESTIVAL
JULY 4, 2024**

- All-American Club: \$10,000
- Patriot's Club: \$3,000
- Main Stage Presenter: \$3,000
- Car Show Presenter: \$1,000
- Freedom Club: \$1,000
- Spirit Club: \$700
- On-Site Booth Space: \$350/\$420 after 6/1/24

**AUBURN FARMERS MARKET -
JUNE-SEPT**

- Opportunities from \$100 (Please use form on page 16)

For all events, please note:

- City provides one 12'x12' area (unless otherwise noted). Sponsors are responsible for providing all necessary set-up materials (tent, tables, chairs, displays, etc.).
- Give-a-ways and/or hands-on activities are recommended to draw participants to your booth
- Event instructions and driving directions will be sent 2-3 weeks before the event.

TOTAL \$

CITY OF AUBURN PARKS, ARTS & RECREATION-2024 SPONSOR COMMITMENT, CONT'D

Agreement: **INSURANCE** – The City does not maintain insurance that will respond to claims against the applicant arising out of the use of the booth by the applicant, its members, or those attending the event. Depending on the type of event you are planning, and the activity and risk level of your group, you may be required to obtain bodily injury and property damages liability insurance in accordance with City policy, name the City as an additional insured on the policy, and be responsible for obtaining said insurance. After reviewing this application, the City will determine whether you must obtain liability insurance. **RELEASE** – The Applicant is fully aware that there are special dangers and risks inherent in this activity, including, but not limited to, serious physical injury, death or other harmful consequences, that may arise directly or indirectly from participation in this activity and harm the Applicant listed above or its individual members. Being informed of these risks and in consideration of being allowed to participate, we assume all risk of injury, damage, and harm to any member arising from participation. The Applicant agrees to indemnify, defend, and hold harmless the City, its officials, employees, volunteers, and agents from all causes of action, claims, and fees arising from its participation, except those arising from the City's sole negligence, and waive any right of recovery against the City for personal injury, death or other consequences occurring from participation in this activity. I agree that I have authority to enter into this agreement for the Applicant. I also agree I have read and agree to the conditions outlined in the "Selection Criteria and Booth Information" on the reverse side of this application. **COVID-19 WAIVER LANGUAGE** - 1. I agree that I and/or persons in my family involved in any way in the Program will fully comply with all federal, state, county and City ordinances, codes, rules, regulations, executive and/or emergency orders, and to strictly follow the protocols as directed by the Centers for Disease Control and Prevention, the United States Department of Labor Division of Occupational Safety and/or the Washington State Department of Health Services, arising from, addressing, or related to COVID-19 and/or any other threats to public health. 2. Agree that effective physical distancing and proper hygiene can be only be accomplished through personal responsibility and it is each person's individual duty to protect themselves, their families and the community, and doing so is the sole responsibility of myself, Participant (if other than me), the other participants, and the other parties involved in the Program, not the responsibility of the City. 3. By signing this agreement, I acknowledge the contagious nature of COVID-19 and the risk that my child or children and I may be exposed to or infected by COVID-19 by attending City of Auburn activities and that such exposure or infection may result in personal injury, illness, permanent disability, and death. I understand that the risk of becoming exposed to or infected by COVID-19 at City of Auburn activities may result from the actions, omissions, or negligence of myself and others, including but not limited to City of Auburn employees, volunteers, and program participants and their families. 4. I voluntarily agree to assume all of the foregoing risks and accept sole responsibility for any injury to my child or children or myself, including, but not limited to, personal injury, disability, death, illness, damage, loss, claim, liability, or expense or any kind, that I or my child or children may experience or incur in connection with my child or children's attendance at City of Auburn activities or programming. On my behalf and on behalf of my child or children, I hereby release, covenant not to sue, discharge, and hold harmless and indemnify the City of Auburn, its employees, agents, and representatives, of and from any and all claims, including all liabilities, claims, actions, damages, costs or expenses of any kind arising out of or relating thereto. I understand and agree that this release includes any claims based on the actions, omissions, or negligence of the City of Auburn, its employees, agents and representatives, whether a COVID-19 infection occurs before, during, or after participation in any City of Auburn program.

Authorized Signature for Sponsor: _____ Date: _____

Authorized Signature for City of Auburn: _____ Date: _____

PAYMENT INFORMATION

Method of Payment (check one) <input type="checkbox"/> Check enclosed (Make payable to Auburn Parks, Arts & Recreation) <input type="checkbox"/> Credit Card (fill in information below)	CARD TYPE (check one): <input type="checkbox"/> Visa <input type="checkbox"/> Mastercard <input type="checkbox"/> AMEX <input type="checkbox"/> Discover	
CARDHOLDER NAME (please print)		
CARD NUMBER	EXP. DATE	CSC#
CARDHOLDER SIGNATURE		DATE

Questions? Contact: Kristy Pachciarz, Special Events Coordinator | kpachciarz@auburnwa.gov | 253-931-3052

Return to: Auburn Parks, Arts & Recreation Attn: Events

910 9th St SE, Auburn, WA 98002 | Fax to: 253-931-4005 | Email to: events@auburnwa.gov