



# Sponsorship Information

**Wiener-Paw-Looza 2017**

*Confederation Park: 585 Van Wagners Beach Rd, Hamilton ON L8E 3L8  
Saturday, September 9, 11:00 a.m. - 3:00 p.m.*

## **How can you participate?**

1. **Booth space:** for general exhibitors and program sponsors
2. **Sponsorship:** You can sponsor our wiener games, costume contest and other components of the event. Ask us for details!
3. **Advertising:** You can place an advertisement in the show promotional flyer or have signage at the event.

## **What sets this event apart?**

1. **Free admission:** results in larger attendance and also increases sales on merchandise and concession items
2. **Pet friendly:** we encourage the public to bring their pets to this event

## **Advertising and Promotion**

- 🐾 **Posters:** Posters put up at Community Centers, Libraries, vet offices, and pet stores across Ontario
- 🐾 **Print:** Dogs, Dogs, Dogs Magazine, Dogs in Canada, Canadian Pets and Animals Magazine
- 🐾 **Online:** Canadian Dachshund Rescue Ontario (CDRO) Facebook Page, CDRO Twitter, CDRO Website, Everyone Loves a Dachshund Facebook Page, Petfinder, canadasguidetodogs.com
- 🐾 **Television:** CP24, Animal House Calls, CBC
- 🐾 **Radio:** Local radio stations
- 🐾 **More Free Opportunities for Event Promotion:** Email blast to CDRO supporters and Meetup.com

**Rescue is made possible because of you!**

[www.wienerdogrescue.com](http://www.wienerdogrescue.com)



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### You can be our Wiener-Paw-Looza "Platinum" sponsor (\$400)

- 🐾 Let our attendees know that YOUR organization or business made the event possible
- 🐾 You will receive priority placement on all promotional material and media advertising
- 🐾 Logo placement on our website
- 🐾 Free 10 x 10 booth prominent near the races in a prime location that includes the vendor permit fee (if applicable)
- 🐾 1 Banner may be placed in the sponsored area
- 🐾 Continuous mention of your company throughout the program
- 🐾 Your logo large and center on all the flyers and website.

### You can be our Wiener-Paw-Looza "GOLD" sponsor (\$300)

- 🐾 Let our attendees know that YOUR organization or business made the event possible
- 🐾 Logo placement on our website
- 🐾 Free 10 x 10 booth near the race track that includes vendor permit fee (if applicable)
- 🐾 1 Banner may be placed in the sponsored area
- 🐾 Your logo on our flyer and website
- 🐾 Your logo on the race track if you wish to provide one

### You can be our Wiener-Paw-Looza "SILVER" sponsor (\$150)

- 🐾 Your logo will be on the flyer
- 🐾 Logo placement on our website
- 🐾 Free 10 x 10 booth near the race track that includes vendor permit fee (if applicable)
- 🐾 Sponsor of one of our many games including: Costume Contest, Best Trick Contest

### You can be our Wiener-Paw-Looza "BRONZE" sponsor (only \$75)

- 🐾 Your logo will be on an 8.5 x 11 format, provided by your company. These will be attached to our IVDD Awareness Booth and our Adoption Center

**\*\* Contact Michelle at [orders@wienerdogrescuestore.com](mailto:orders@wienerdogrescuestore.com) to become a sponsor! \*\***



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### Did we miss something?

We are open to creative ideas! If you have a sponsorship idea, please share it with us. Contact us at [orders@wienerdogrescuestore.com](mailto:orders@wienerdogrescuestore.com).

## Exhibitors

It is important to not just plan how your booth will look or what you will offer at the show, but also how you are going to let others know you will be there. We have put together a few tips on how to have the best experience with us. We hope you take the time to review these tips & tricks because if all of exhibitors put effort into marketing this event, we will all benefit greatly.

### Why Are You Exhibiting

- ✓ To enhance your image and visibility
- ✓ To establish a presence in the pet community
- ✓ To improve the effectiveness of your marketing efforts
- ✓ To reach a specific audience
- ✓ To practice self-promotion
- ✓ To introduce a new product or service
- ✓ To generate sales
- ✓ To help a great cause!

### Pre-Expo Planning

Tell your clients & potential clients. Ask them to come and support and/or meet you. Do this via email or snail mail. If you have a website, put a banner on your home page with a link to the CDRO WienerPawLooza site.

Do you have connections to local publications that might give you some press? It is a great opportunity to get a story published about your business.