



# PET ROCK FESTIVAL

## THEY CAN'T TALK SO WE WILL

The **Pet Rock Festival** has been offering assistance to animal welfare organizations for more than 25 years. The groups that benefit include animal shelters, rescues, breed specific rescues, anti-cruelty organizations, spay and neuter programs and other animal welfare programs and organizations that work to assist animals at risk.

**Pet** More than 150 breed rescues, shelters, humane societies, veterinary clinics, pet supply and specialty stores, welfare and animal related organizations gather to exhibit, educate and inform the 1,500+ who attend the festival. Education relating to animal issues such as overpopulation, adoption programs, specific shelter needs, battling cruelty, animal health and so much more is supported and provided.

**Rock** Local, regional and national musicians perform throughout the afternoon with a featured headliner drawing even more of a crowd. Past headliners include Glen Phillips from Toad the Wet Sprocket, Sophie B. Hawkins, Orleans, Badfinger, Ricky Duran, Danny Klein's All-Stars, Bay City Rollers, Ricky Duran, Billy Gilman, American Idol stars and many others.

Pet Rock Fest has become an annual tradition for the thousands who have attended over the years. Pet owners, animal lovers, and families gather with their furry friends to enjoy a variety of spectacular exhibits, engaging speakers, award ceremonies, animal welfare information, demonstrations, educational programs, special attractions, product samples and giveaways, live music, entertainment, vegetarian food, and fun.

The event has attractions for all ages to see, do and buy. Annual attractions include demonstrations by the "Pups in the Air" Dog Club, free rabies clinic, low-cost I.D. microchipping, "Ask the Vet," CMDART's agility course, Canine Good Citizen testing, and dozens of pet related vendors selling products. Kid friendly events such as face painting, novelty rides, crafts, games, mascots and more

pepper the grounds. Very special and much anticipated annual interactive events that draw a great crowd are the Shelter Pet Parade, Amateur Dog Show, Cat Photo Contest, Doggie Massages, Doggie Water Park and timely interactive exhibits.

### Sponsorship opportunities

Pet Rock Fest is New England's largest animal and pet product expo. A Pet Rock sponsorship offers the sponsor a unique opportunity to establish and strengthen brand and public image, keep your product or service top of mind, create impressions to the thousands in attendance with the potential to sell product, educate attendees and receive feedback from target markets. The possibility for reaching huge numbers of pet owners in today's ever-changing marketplace is priceless and makes Pet Rock Fest the most cost effective sales and marketing tool available in the entire Northeast region.

Because of the potential, Pet Rock Fest is a most comprehensive event, attractive to representatives from all areas of the animal world. This includes manufacturers, interest groups, distributors, retailers, hobbyists, pet clubs, veterinarians, holistic medical professionals, cruelty-free companies, animal care professionals, animal shelters, breed rescues, agility/training organizations and any organization with the capability to present to the animal-loving public and consumers. If you sell pet products or services, or are a vendor and want to reach out to this market, you owe it to your business to be there. You can reach thousands of pet owners and animal lovers in one setting. The investment you make for this one-day show will be paid back to your business many times over.

### Pet Rock Fest grows bigger each year

Sponsorships include partnerships with our partners:

- Broadcast Radio • Television and Online Streaming Services • Newspapers • Collateral pieces • Social Media
- Direct Email and Online Promotions

*For more information and updates, check out*

[www.petrockfest.org](http://www.petrockfest.org)

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## Sponsorship opportunities

The Festival Sponsorship package includes the following but can be modified and customized to fit your organization's needs.



## Festival Sponsorship: \$6,000

- Two stage appearances and dedicated mic time for you or your representative, five minutes each at the opening ceremony and during awards ceremony, opportunity to judge two contests.
- Live onstage recognition by the Pet Rock Fest emcee throughout the festival
- Logo on print ads, posters, flyers, direct mail pieces, official Pet Rock Fest T-shirts, radio, website and television streaming, and social media posts and blasts
- Banner ad for six months on petrockfest.org
- Industry exclusive at this sponsor level
- Social media mentions (at least 12)
- Logo (larger than other sponsors) on all event printed material and top listing on the official event program
- Triple exhibit booth space in the best possible location. Your choice.
- The right to display three banners (banner to the left or right on stage, one at the main entrance, and a third in a prominent spot on the field. Banner requirements: 3' high by 6' wide and provided by the sponsor (due one week prior to event)
- Top placement of logo on the back of Pet Rock Fest T-shirts and in the event schedule (handed out at gate)
- Top placement of logo and link from the Pet Rock Fest website homepage: [www.petrockfest.org](http://www.petrockfest.org)
- Top placement in the Pet Rock Fest press releases, social media announcements & news articles
- 30 complimentary tickets to event
- Five free official Pet Rock Fest T-shirts

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## Sponsorship opportunities

**The Entertainment Sponsorship package includes the following but can be modified and customized to fit your organization's needs.**



## Entertainment Sponsorship: \$4,000

- One stage appearance, five minutes with mic time including introducing the headlining musical act of the day. This Entertainment Sponsor level would help fund the headliner, one of the most vital attractions of the Pet Rock Festival
- Live onstage recognition by the Pet Rock Fest emcee throughout the festival
- Logo on print ads, posters, flyers, direct mail pieces, official Pet Rock Fest T-shirts, radio and website, and television and online streaming
- Prominent logo placement on website, and social media
- Banner ad for four months on petrockfest.org
- Social media mentions (at least 10)
- Double exhibit booth spaces in the best possible location. Additional display space may be available as your sponsorship is customized.
- The rights to display two banners (banner in the middle of the music stage, one at the main entrance, or in a prominent spot on the field. Banner requirements: 3' high by 6' wide and provided by the sponsor (due one week prior to event)
- Placement of logo above lower level sponsors on the back of Pet Rock Fest T-shirts
- Placement of logo above lower level sponsors and link from the Pet Rock Fest website homepage: [www.petrockfest.org](http://www.petrockfest.org)
- Prominent placement in the Pet Rock Fest press releases, and social media
- 20 complimentary tickets to event and a chance to help host a meet and greet with the headlining performers
- Five free official Pet Rock Fest T-shirts
- Opportunity to judge your choice of one the contests during the day (i.e. shelter pet parade, dog contest, etc.)

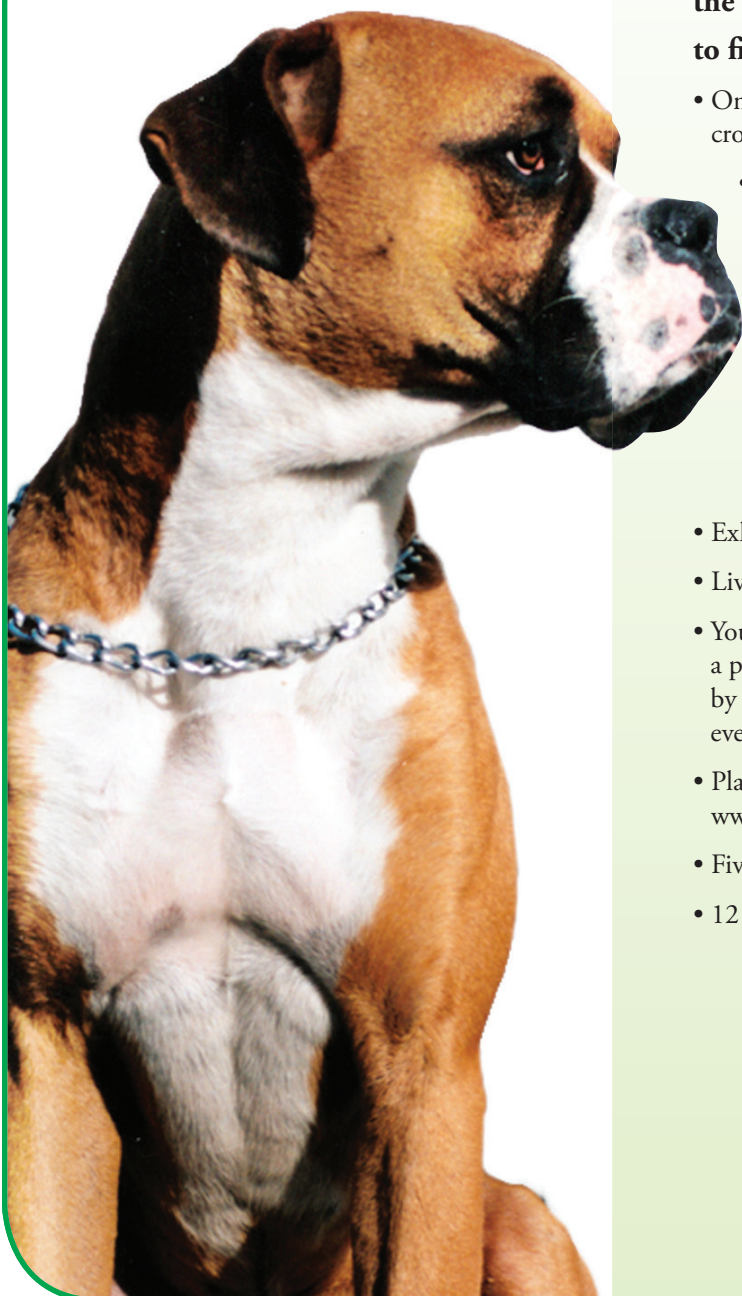
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## Top Dog Sponsorship: \$2,500

**The Top Dog Gala Sponsorship package includes the following but can be modified and customized to fit your organization's needs.**

- On stage appearance Amateur Dog Show (largest show crowd at festival)
- Logo placement on five of the eight email blasts
- Social media mentions (at least 8)
- Facebook recognition through announcements
- Logo on posters, flyers, official Pet Rock Fest T-Shirts and website
- Opportunity to sponsor the popular Information Booth by placing a "sponsored by" sign at the location (you provide sign)
- Exhibit booth space (at least 10x12)
- Live onstage recognition during event
- Your choice to display one banner at the entrance gate or in a prominent spot on the field. Banner requirements: 3' high by 6' wide and provided by the sponsor (due 1 week prior to event).
- Placement of logo and link from the Pet Rock Fest website: [www.petrockfest.org](http://www.petrockfest.org)
- Five FREE official Pet Rock Fest t-shirts
- 12 complimentary tickets



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## Fat Cat: \$1,500

- Prominent space on the field
- Logo on print ads, posters, flyers, social media, placed above lower level sponsors
- Logo on official Pet Rock T-shirt placed above lower level sponsors
- Right to hang banner in prominent space on field (stage excluded)
- Your logo/ad featured in a prominent rotating spot on the website: [petrockfest.org](http://petrockfest.org).
- 10 complimentary tickets
- Opportunity to sample products by handing out coupons or literature or other pertinent giveaways. If food product sampling, you MUST obtain the proper certificates required by local BOH.
- Numerous live mentions on both stages
- Opportunity to judge a contest

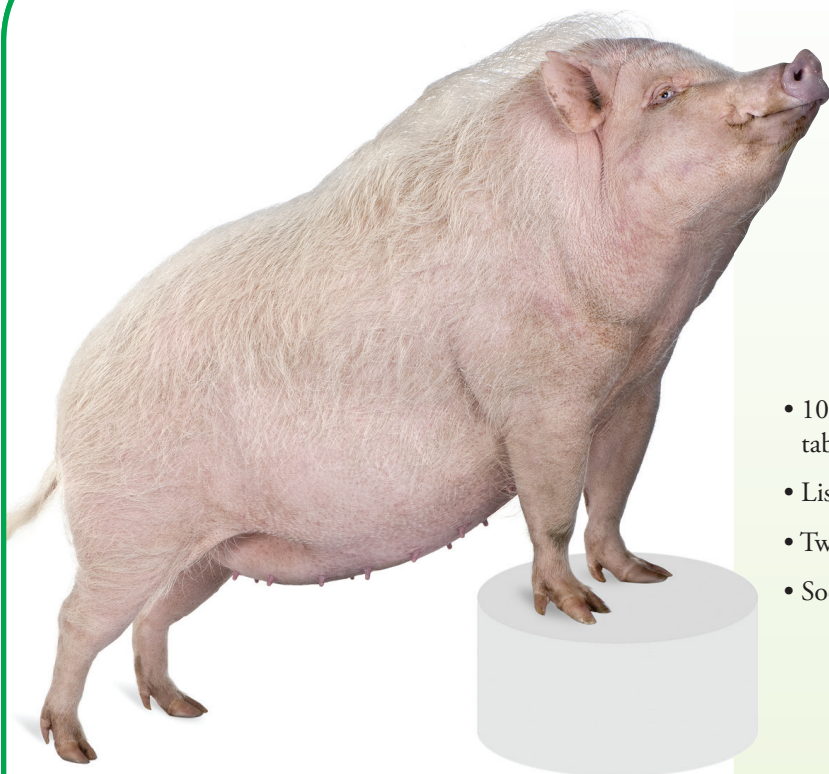
## Squawking Bird: \$750

- Prominent booth location your choice on the field (10x12 space)
- Prominent banner placement on the field
- Your logo on all print and collateral pieces distributed. Also on T-shirts
- Listed as sponsor above all lower level sponsors on Pet Rock website: [www.petrockfest.org](http://www.petrockfest.org) and social media
- Website Banner ad on Pet Rock homepage w/link
- Eight complimentary entrance tickets upon request
- Opportunity to sample products, by handing out coupons and/or literature distribution to festival goers at the gate (sponsor must provide). If food product sampling, we will assist you in obtaining the proper certificates required by local BOH
- Numerous live mentions throughout the event



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## Proud Pig: \$500

- 10x12 exhibit space on the field (you must supply tables, tents, chairs)
- Listing on the Pet Rock Festival website as sponsor
- Two complimentary entrance tickets upon request
- Social media mentions (at least 5)

## Vendor Tables: \$200

- 10x12 exhibit space on the field (you must supply tables, tents, chairs)
- Listing on our website as an attendee

## Absentee Vendor: \$100

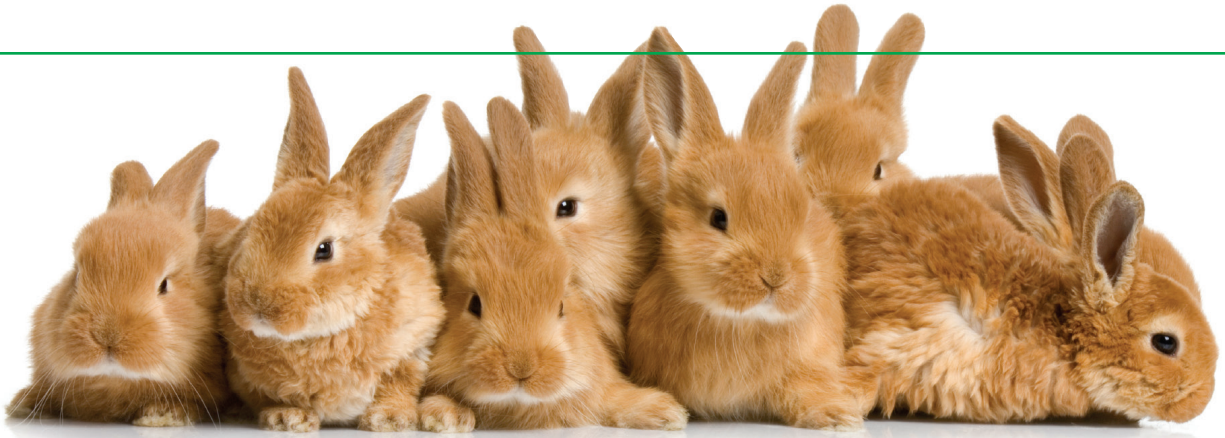
Too Far Away to Participate in Person—but still want to have a presence at the Fest?

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 1,000 pieces of literature and/or samples to be distributed to event visitors. Shipping arrangements can be made with Charlene Arsenault at [petrockfest@gmail.com](mailto:petrockfest@gmail.com).

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## Product Donations

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. We also hold a large raffle, and hand out goody bags at the door. These are all wonderful opportunities to not only help a great cause, but get your business impressions and become top of mind to the thousands of people in attendance. 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. Contact us, we are happy to discuss trade opportunities.

## contact:

Charlene Arsenault at [petrockfest@gmail.com](mailto:petrockfest@gmail.com)

Jeannie Hebert at [jhebert@blackstonevalley.com](mailto:jhebert@blackstonevalley.com)

## A Great cause YOUR Company can Support and be associated with

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.

Remember:  
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