



PET ROCK FESTIVAL

THEY CAN'T TALK SO WE WILL

The **Pet Rock Festival** has been offering assistance to animal welfare organizations for 24 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 3,000+ 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, Danny Klein's All-Stars, Bay City Rollers, 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 come together with their best friend to take in the spectacular exhibits, demonstrations, educational programs, special attractions, product samplings and giveaways, 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. micro-chipping, "Ask the Vet," 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 inter-

active events that draw a great crowd are the Adoptable 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, 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 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 • Newspapers
- Collateral pieces • Direct Email and online promotions

For more information and updates, check out
www.petrockfest.org

PET ROCK FESTIVAL

THEY CAN'T TALK SO WE WILL

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 opening ceremony and during awards ceremony
- 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 ad
- Loop Video Advertising - three repeat video spots (we can produce if you do not have them) running on large TV screen under "The Big Tent" during the Festival from noon to 5 p.m.
- Prominent logo placement on website, and on all email blasts
- Banner ad for six months on petrockfest.org
- Logo included in the big screen rotating sponsorship messages
- Business exclusivity on site as it relates to the corresponding sponsor level. Example: Sponsor dog food company "Z" will be the only dog food company given Festival sponsorship benefits (but other institutions may exhibit). In all cases, similar businesses may purchase exhibit space but in no case can their space exceed the space of the Festival Sponsor. The NON FESTIVAL SPONSOR similar business will not be allowed to purchase big screen space or on-stage appearance times.
- Social media mentions (at least 12)
- Logo (larger than other sponsors) on all event printed material and top listing on the official event program
 - Inside front cover full-page ad in *Worcester Telegram and Gazette* event program (with best placement possible (5,000 est. printed, and included in the daily issue on the Thursday prior to the event to 110,000 households)
 - Triple exhibit booth space in the best possible location. Additional display space may be available as your sponsorship is customized.
- 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
- Top placement in the Pet Rock Fest press releases, Facebook and Twitter announcements & news articles
- 30 complimentary tickets to event
- Ten free official Pet Rock Fest T-shirts
- Opportunity to judge two of the contests during the day (i.e. adoptable pet parade, dog contest, etc.)



PET ROCK FESTIVAL

THEY CAN'T TALK SO WE WILL

Sponsorship Opportunities

The Festival 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 this national 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 ad
- Loop Video Advertising - two repeat video spots (we can produce if you do not have them) running on large TV screen under "The Big Tent" during the Festival from noon to 5 p.m.
- Prominent logo placement on website, and on all email blasts
- Banner ad for four months on petrockfest.org
- Logo included in the big screen rotating sponsorship messages
- Exclusivity on site as it relates to the corresponding sponsor level. Example: Sponsor company "Z" will be the only sponsor listed as "presenting" the musical entertainment schedule for the day. On all advertising, your company would be listed as "HEADLINER and opening acts brought to you by"
- Social media mentions (at least 10)
- Logo (larger than lower level sponsors) on all event printed material and top listing on the official event program
- Full-page ad in *Worcester Telegram and Gazette* event program (with best placement possible (5,000 est. printed, and included in the daily issue on the Thursday prior to the event to 110,000 households)
- Triple 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)
- Top Placement of logo above lower level sponsors on the back of Pet Rock Fest T-shirts
- Top Placement of logo above lower level sponsors and link from the Pet Rock Fest website homepage: www.petrockfest.org
- Prominent placement in the Pet Rock Fest press releases, Facebook and Twitter announcements & news articles
- 20 complimentary tickets to event and a chance to help host a meet and greet with the headlining performers
- Eight free official Pet Rock Fest T-shirts
- Opportunity to judge your choice of one the contests during the day (i.e. adoptable pet parade, dog contest, etc.)

PET ROCK FESTIVAL

THEY CAN'T TALK SO WE WILL

Sponsorship opportunities

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



Top Dog Sponsor: \$2,500

- 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
 - Big Screen Advertising - Ad displayed on the Big Screen (two displays during the day). No guarantee of time of placement
- Opportunity to sponsor the popular Information Booth by placing a "sponsored by" sign at the location (you provide sign)
- Logo listed as Top Dog Sponsor on the official event program
Worcester Telegram and Gazette event program (full color) (5,000 est. printed, and included in daily paper to 110,000 households) the Thursday prior to the event
- Double exhibit booth space (at least 12x12)
- Live onstage recognition during event
- The rights to display one banner at the entrance gate and another 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).
- Top placement of logo and link from the pet Rock Fest website: www.petrockfest.org
- Five FREE official Pet Rock Fest t-shirts
- 12 complimentary tickets

PET ROCK FESTIVAL

THEY CAN'T TALK SO WE WILL

Fat Cat Level: \$1,500

- Prominent space on the field, 12x12 space provided
- Logo on print ads, posters, flyers, direct mail pieces, 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)
- Quarter page ad in the Pet Rock Festival Program Guide in the *Worcester Telegram and Gazette* full run 500,000 readers, 110,000 households.
- Your logo/ad featured in prominent rotating spot on website: petrockfest.org.
- 10 complimentary tickets
- Opportunity to sample products by handing out coupons or literature or other pertinent giveaways. If food product sampling, we will assist you in obtaining 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, 10x10 space
- Prominent banner space 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
- Print ad in the Pet Rock Festival Program Guide in the *Worcester Telegram and Gazette* full run 500,000 readers, 110,000 households
- 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



PET ROCK FESTIVAL

THEY CAN'T TALK SO WE WILL



Proud Pig: \$500

- 10x10 exhibit space on the field (you must supply tables, tents, chairs)
- Print ad in the Pet Rock Festival Program Guide in the *Worcester Telegram and Gazette* full run 500,000 readers, 110,000 households
- Listing on the Pet Rock Festival website as sponsor
- Two complimentary entrance tickets upon request
- Social media mentions (at least 5)

Vendor Tables: \$200

- 10x10 exhibit space on the field (you must supply tables, tents, chairs)
- Business listing in the Pet Rock Festival Program Guide in the *Worcester Telegram and Gazette* full run 500,000 readers, 110,000 households
- 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.

PET ROCK FESTIVAL

THEY CAN'T TALK SO WE WILL



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.

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.

Contact:

Charlene Arsenault at petrockfest@gmail.com

Jeannie Hebert at jhebert@blackstonevalley.com

Remember:

They can't talk so we will.