



Edmonton's annual Dogapalooza extravaganza is back by popular demand! This year's family and fido-friendly two-day event is proudly being held at **West Edmonton Mall (WEM)**, on **November 12th & 13th, 2011**.

Dogapalooza showcases pet-related products, services and community organizations. With plenty of educational displays and fun activities there is something for everyone to enjoy. The foot traffic in WEM over the course of the weekend is expected to be between **150,000-170,000 people**: making Dogapalooza a great opportunity to expose your business. This turn out is a combination of WEM's normal weekend shoppers, the long-weekend shoppers, and the official kick off to start to the Christmas shopping season complete with Santa Claus making his return to WEM!

Show your business' community support of not-for-profits groups and help us achieve our goal to **raise a minimum of \$40,000** for these groups through a variety of fundraising efforts.

Last year's event featured **Megan Maxwell**, a Certified Animal Behaviourist, who gave presentations at the event as well as a seminar for veterinary professionals. It attracted thousands of pet lovers and plenty of positive media attention. This year Dogapalooza is looking to work in conjunction with businesses that are interested in further increasing awareness of animal causes and proper care in turn for brand exposure to an extremely large audience.

The success of the event relies largely on our sponsors who lend their name and financial support to the event. By participating as a sponsor of Dogapalooza, your business will benefit from extended exposure through media campaigns and promotional efforts directed towards the public.

Dogapalooza is a truly unique event as the proceeds help fund regional not-for-profit animal rescue groups and pet therapy societies who help animals throughout our province through their large base of volunteers and supporters. These groups do not receive government funding to maintain their operations and therefore rely on fundraising events and public donations to help fund their efforts.

Thank you for your interest in supporting Dogapalooza! Together we will genuinely make a difference in our community. We are extremely proud of what we are going to achieve with WEM, our Top Dog Sponsor, and community-minded sponsors such as yours.

Sincerely,

A handwritten signature in black ink, appearing to read "Jill Bladon".

Jill Bladon,
Event Director





DOGAPALOOZA 2011 SPONSORSHIP OPPORTUNITIES

TOP DOG SPONSOR (SOLD)

We are extremely proud to have West Edmonton Mall as the 2011 Top Dog Sponsor of Dogapalooza!

TAIL WAGGING SPONSOR

Cost: \$12,000 Cash Donation.

As a Tail Wagging Sponsor each of the major event features are identified with your company's name and logo.

These areas include:

- WEM Ice Palace
- NewCap Stage Area
- Information Booth
- Dog Demonstration Area
- Kids Zone
- Silent Auction
- Donations Drive
- Veterinary Seminar

Benefits Include:

- 2-days of intense brand exposure to tens of thousands of WEM visitors
- Brand exposure to thousands of website visitors (www.Dogapalooza.ca)
- Logo on Dogapalooza 2011 promotional materials:
 - ◆ Banners & signage at the event
 - ◆ Dogapalooza.ca
 - Logo with a link to your business' website
 - With a short profile about your business (up to 5 lines)
 - ◆ Event brochures
 - ◆ Event posters
 - ◆ Event program
- 1 – 10'x10' Vendor Booth at the Trade Show (located at the WEM Ice Palace)
- Brand association with Dogapalooza
- Multi-channel marketing opportunities
- Relationship building opportunities
- Positive community impact
- Local promotional opportunities



“HIGH FIVE!” SPONSOR

Cost: \$5,000 Cash Donation.

As a “High Five!” Sponsor selected event features are identified by your company's name and logo.

These areas include:

- Dog Games
- Animal Blood Bank
- Silent Auction
- Guest Speaker(s)
- Veterinary Seminar.

Benefits Include:

- 2-days of intense brand exposure to tens of thousands of WEM visitors
- Brand exposure to thousands of website visitors (www.Dogapalooza.ca)
- Logo on Dogapalooza 2011 promotional materials:
 - ◆ Banners & signage at selected event features
 - ◆ Dogapalooza.ca
 - Logo with a link to your business' website
 - A profile about your business (up to 3 lines).
- Brand association with Dogapalooza
- Relationship building opportunities
- Positive community impact
- Local promotional opportunities

SHAKE A PAW SPONSOR

Cost: \$1000 Cash Donation.

As a Shake A Paw Sponsor website contests are identified by your company's name and logo. Online contests this year shall include Best Amateur Photo, Best Professional Photo, Best Dressed and Edmonton's Funniest Dog.

Benefits Include:

- Brand exposure to thousands of website visitors (www.Dogapalooza.ca)
- Logo on Dogapalooza 2011 promotional materials:
 - ◆ Dogapalooza.ca
 - Logo with a link to your business' website
 - A profile about your business (up to 3 lines)
 - ◆ Additional showcase on featured areas of Dogapalooza.ca (i.e. sponsor plugs for online contests)
 - Best Amateur & Professional Photos
 - Best Dressed Photo
 - Funniest Dog
- Brand association with Dogapalooza
- Relationship building opportunities
- Positive community impact



SCRATCH & SNIFF SPONSOR

Cost: \$500 Cash Donation.

As a Scratch & Sniff Sponsor, your company's name and logo will appear on the Dogapalooza website with a link to your company's website.

Benefits Include:

- Brand exposure to thousands of website visitors (www.Dogapalooza.ca)
- Logo on Dogapalooza 2011 promotional materials:
 - ◆ Dogapalooza.ca
 - Logo with a link to your business' website
 - With a short profile about your business (1 line)
- Brand association with Dogapalooza
- Relationship building opportunities
- Positive community impact

PAW PRINT SPONSOR

Cost: \$250 Cash Donation.

As a Paw Print Sponsor, your company's name and logo will appear on the Dogapalooza website with a link to your company's website.

Benefits Include:

- Brand exposure to thousands of website visitors (www.Dogapalooza.ca)
- Business Name on Dogapalooza 2011 promotional materials:
 - ◆ Dogapalooza.ca
- Brand association with Dogapalooza
- Relationship building opportunities
- Positive community impact



DOGAPALOOZA SPONSORSHIP COMMITMENT FORM

COMPANY INFORMATION

Company Name: _____

Address: _____

City: _____ Prov: _____ Postal Code: _____

Telephone: (_____) _____ Fax: (_____) _____

Contact: _____

E-Mail: _____

SPONSORSHIP LEVELS

- TAIL WAGGING SPONSOR.** Cost: \$12,000
- “HIGH FIVE!” SPONSOR.** Cost: \$5,000
- SHAKE A PAW SPONSOR.** Cost: \$1,000
- SCRATCH & SNIFF SPONSOR.** Cost: \$500
- PAW PRINT SPONSOR.** Cost: \$250

_____ hereby agrees to be a _____ sponsor and pay

\$_____ for the sponsorship. The above mentioned sponsor shall pay the amount due to Dogapalooza upon completing and submitting The Dogapalooza Sponsorship Commitment Form. Acceptable payment methods include a cheque payable to The Dogapalooza Animal Foundation.

Signature: _____ Date: _____

Name: _____ Title: _____

