

LIVE MUSIC

FOOD & FUN

June  
4th

2022  
Chico



June 4th 13391 Garner Ln, Chico 11 am - 5 pm

**Expected Turnout:**

2,500 guests

**Publicity:**

Social media and website campaigns, E-news, press releases, print material, vendor space, radio, and TV.

**Benefits to your Business:**

Business exposure, outreach opportunities, demonstrating your commitment to animal welfare in our communities.

[WWW.WOOFSTOCKCHICO.COM](http://WWW.WOOFSTOCKCHICO.COM)

# Presenting Sponsorships:

## **The Headliner \$10,000 (\$15,000 In-kind)**

- ♪ 8 VIP passes to the exclusive Hard Paw Café\*
- ♪ Name & logo featured as a headlining sponsor on all event marketing (poster, press release, website, social media, TV/radio/print)
- ♪ An on-site "Company Cuddle" visit from BHS animals at your business
- ♪ 6 company mentions during emcee announcements at event
- ♪ Business naming opportunity on a tree plaque at the BHS facility
- ♪ 8 event lawn signs throughout festival
- ♪ Premier vendor booth space in the vendor marketplace
- ♪ Name & logo prominently featured on main event banner
- ♪ Opportunity to provide branded promotional item for "swag bags"

## **The House Band \$7,500 (\$10,000 In-kind)**

- ♪ 6 VIP passes to the exclusive Hard Paw Café\*
- ♪ Name & logo featured as a top sponsor on event marketing (press release, website, social media, TV/radio/print)
- ♪ 4 company mentions during emcee announcements at event
- ♪ Business naming opportunity on a lobby tile at the BHS facility
- ♪ 6 event lawn signs throughout festival
- ♪ Premier vendor booth space in the vendor marketplace
- ♪ Name & logo featured on main event banner
- ♪ Opportunity to provide branded promotional item for "swag bags"

## **The Roadie \$3,000 (\$5,000 In-kind)**

- ♪ 6 Humane Hero event passes\*
- ♪ Name & logo featured as a sponsor on digital marketing (press release, website, social media)
- ♪ Business naming opportunity on a brick at the BHS facility
- ♪ 4 event lawn signs throughout festival
- ♪ Vendor booth space in the vendor marketplace
- ♪ Name & logo featured on main event banner
- ♪ Opportunity to provide branded promotional item for "swag bags"

## **The Booking Agent \$1,500**

- ♪ 4 Humane Hero event passes\*
- ♪ Name & logo featured as a sponsor on digital marketing (press release, website, social media)
- ♪ Vendor booth space in the vendor marketplace
- ♪ Name & logo featured on main event banner
- ♪ Opportunity to provide branded promotional item for "swag bags"

\*VIP Passes: T-shirt, raffle tickets, 4 drink tickets, food, soda, swag bag & special perks.

\*Humane Hero Passes: T-shirt, raffle tickets, 2 drink tickets, & swag bag.



# Area Sponsorships:



**\$1,000**

## I'm With The Band

*Sponsor a band*  
Only 5 available

- 2 VIP passes
- Company recognition before band performance
- Business logo/name signage on stage
- Event website recognition
- Discounted vendor pricing
- Name/logo on main event banner

**\$1,000**

## VIP Area

Only 4 available

- 2 VIP passes
- Name/logo on exclusive "Hard Paw Café" banner
- Event website recognition
- Discounted vendor pricing
- Name/logo on main event banner

**\$1,000**

## Performance Ring

Only 1 available

- Name/logo on exclusive Performance Ring banner.
- Company recognition before each ring performance
- Event website recognition
- Discounted vendor pricing
- Name/logo on event banner



**\$750**

## Hospitality

Only 2 available

- Name/logo on hospitality area signage (porta-potties & restrooms)
- Event website recognition
- Discounted vendor pricing
- Name/logo on main event banner

**\$250**

## Ring Ad

- 18" x 24" business advertisement located in Performance Ring
- Event website recognition
- Discounted vendor pricing



# Yes, I want to sponsor!



**Sponsorship Level:**  The Headliner (\$10,000)  
(Or \$15,000 In-kind)  The House Band (\$7,500)  
(Or \$10,000 In-kind)  
 The Roadee (\$3,000)  The Booking Agent (\$1,500)  
(Or \$5,000 In-kind)

**Area Sponsorship:**  I'm With The Band (\$1,000)  VIP Area (\$1,000)  
 Performance Ring (\$1,000)  Hospitality (\$750)  
 Ring Ad (\$250)

Company name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Email address: \_\_\_\_\_

Name on credit card: \_\_\_\_\_

Credit card number: \_\_\_\_\_

Exp. date: \_\_\_\_\_ CVC: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Thank you for your support!**

- Mail form to: 13391 Garner Ln, Chico CA 95973
- Email form to: [giannaanselmo@buttehumane.org](mailto:giannaanselmo@buttehumane.org)
- Or complete your sponsorship online at [buttehumane.org/2022-woofstock-chico/](http://buttehumane.org/2022-woofstock-chico/)