



A Music & Arts Festival to benefit
Fulton County Regional SPCA

with

Sawyer Fredericks, Sean Rowe, Girl Blue,
Alex Torres & His Latin Orchestra,
Insolent Willies, & CleenStreet!

EVENT DETAILS

WHAT: 12TH Annual Woofstock
WHERE: Sherman's - Caroga Lake
WHEN: Saturday, September 14, 2024
TIME: 1pm - 7pm

QUESTIONS?

For questions or assistance with
sponsorship, please reach out to
our Woofstock planning committee
at woofstock@fcrspca.org

FCRSPCA.ORG/WOOFSTOCK

**SPONSORSHIP SELECTIONS
DUE BY AUGUST 16TH.**



In Collaboration With:



CarogaArts
COLLECTIVE

stay connected!
  @fcrspca

Hendrix - \$5,000 (one available)

- Sponsorship rights to all advertising
- Stage signage
- Full page ad in Woofbook, outside back cover (5"x7.5")
- Logo on website/FB event/event shirt/volunteer shirts
- MC acknowledgment throughout event
- Access to attendee gift bags
- Recognition in event press release and all social posts
- 8 free admission passes
- Continued acknowledgment on WENT radio segment
- 6 individual social media mentions
- Promo materials at Community Info Table

The Grateful Dead - \$2,500 (two available)

- Acknowledgment on all advertising
- Full page ad in Woofbook (5"x7.5")
- Logo on website/FB event/event shirt/volunteer shirts
- MC acknowledgment throughout event
- Access to attendee gift bags
- Recognition in event press release
- 6 free admission passes
- Acknowledgment on weekly WENT radio segment
- 4 individual social media mentions
- Promo materials placed at Community Info Table

The Who - \$1,500 (multiple available)

- Acknowledgment on all advertising
- Full page ad in Woofbook (5"x7.5")
- Logo on website/FB event/event shirt
- MC acknowledgment throughout event
- Access to attendee gift bags
- 4 free admission passes
- 2 individual social media mentions
- Promo materials placed at Community Info Table

Jefferson Airplane - \$1,000 (multiple available)

- Acknowledgment on all advertising
- Half page ad in Woofbook (5"x3.5")
- Logo on website/FB event/event shirt
- Access to attendee gift bags
- 4 free admission passes
- 1 individual social media mention
- Promo materials placed at Community Info Table

Joplin - \$750 (multiple available)

- Half page ad in Woofbook (5"x3.5")
- Logo on website/FB event/event shirt
- 4 free admission passes
- 1 individual social media mention
- Promo materials placed at Community Info Table

Santana - \$500 (multiple available)

- Quarter page ad in Woofbook (5"x1.75")
- Logo on website/FB event/event shirt
- 2 free admission passes
- 1 individual social media mention
- Promo materials placed at Community Info table

FULL EVENT - TIERED SPONSORSHIP PACKAGES

\$500 AND UP A LA CARTE SPONSORSHIPS

Stage Sponsor - \$3,000 (Two available)

- Full page ad in Woofbook, inside front/back cover (5"x7.5")
- Primary stage signage
- Logo on website/FB event page/event & volunteer t-shirts
- MC acknowledgment throughout event
- Access to attendee gift bags
- 6 free admission passes
- Acknowledgment on weekly WENT radio segment
- 6 individual social media mentions
- Acknowledgment on all event social media posts
- Promotional materials placed at Community Info Table

Restroom Trailer Sponsor - \$1,500 (Two available)

- Signage outside and inside restrooms
- Full page ad in Woofbook (5"x7.5")
- Logo on website/FB event page/event t-shirts
- Access to attendee gift bags
- 2 free admission passes
- 4 individual social media mentions
- Promotional materials placed at Community Info Table

Event T-Shirt Sponsor - \$1,200 (one available)

- Logo on event shirt sleeve
- Signage at merch table
- Quarter page ad in Woofbook (5"x1.75")
- Logo on website/FB event page
- Access to attendee gift bags
- 2 free admission passes
- 1 individual social media mentions
- Promotional materials placed at Community Info Table

Community Mural Sponsor - \$1,000 (one available)

- MC acknowledgment throughout event
- Signage at mural painting area & name on finished mural
- Quarter page ad in Woofbook (5"x1.75")
- Logo on website/FB event page/Name on event t-shirts
- 2 free admission passes
- 1 individual social media mention/tagged on mural posts
- Promotional materials placed at Community Info Table

Volunteer T-Shirt Sponsor - \$1,000 (one available)

- Logo on Volunteer shirt sleeve
- Half page ad in Woofbook (5"x3.5")
- Logo on website/FB event page/event t-shirts
- Access to attendee gift bags
- 2 free admission passes
- 2 individual social media mentions
- Promotional materials placed at Community Info Table

50/50 Sponsor - \$500 (one available)

- Acknowledgment during sales and winner announcement
- Signage at sale table/collection bins
- Quarter page ad (5"x1.75")
- Logo on website/FB event/event shirt
- 2 free admission passes
- 1 individual social media mention
- Promo materials at Community Info Table

Gift Bag Sponsor - \$500 (two available)

- Signage at gift bag table
- Logo on bag
- Signage at sale table/collection bins
- Quarter page ad (5"x1.75")
- Logo on website/FB event/event shirt
- 2 free admission passes
- 1 individual social media mention
- Promo materials at Community Info Table

All sponsors will be listed and linked in post-event email newsletter!



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While we are affiliated with the American Society for the Prevention of Cruelty to Animals (ASPCA), we are a private, independent, nonprofit organization that receives no funds from the ASPCA.

TIN 83-4654060 | NYS Shelter Registration RR026

UNDER \$500 A LA CARTE SPONSORSHIPS

Bake Sale Tent Sponsor - \$350 (two available)

- Signage/business cards at tent
- Logo in Woofbook/website/FB event
- Name on event t-shirts
- Promo materials at Community Info Table

Corn Hole Tournament Sponsor - \$350 (one available)

- Signage at tournament area
- Logo in Woofbook/website/FB event
- Name on event t-shirts
- Promo materials at Community Info Table

Caroga Arts Info Table Sponsor - \$250 (one available)

- Signage at Info Table
- Logo in Woofbook/website/FB event
- Name on event t-shirts
- Promo materials at Community Info Table

Community Info Table Sponsor - \$250 (two available)

- Signage at Info Table
- Logo in Woofbook/website/FB event
- Name on event t-shirts
- Promo materials at Community Info Table

Raffle Area Sponsor - \$350 (four available)

- Signage at raffle basket tables
- Logo in Woofbook/website/FB event
- Name on event t-shirts
- Promo materials at Community Info Table

Face Paint Booth Sponsor - \$350 (two available)

- Signage at Face Paint Booth
- Logo in Woofbook/website/FB event
- Name on event t-shirts
- Promo materials at Community Info Table

FCRSPCA Info Table Sponsor - \$250 (one available)

- Signage at Info Table
- Logo in Woofbook/website/FB event
- Name on event t-shirts
- Promo materials at Community Info Table

Doggy Refresher Stations - \$250 (six available)

**** Sponsor ALL 6 for \$1,250 (\$250 discount)**

- Signage at individual dog stations
- Logo in Woofbook/website/FB event
- Name on event t-shirts
- Promo materials at Community Info Table

VENDORS & FOOD TRUCKS

10' x 10' Vendor Space - \$50 (25 available)

- Logo on website/FB event/Woofbook
- Promotional items at Community Info Table
- Name on event shirts
- Business cards in gift bags

Food Truck - \$100 (8 available)

- Logo on website/FB event/Woofbook
- Promotional items at Community Info Table
- Name on event shirts
- Business cards in gift bags

VENDOR/FOOD TRUCK ADD-ONS*

Woofbook menu insert - \$25

(You provide menu/copy to every attendee)

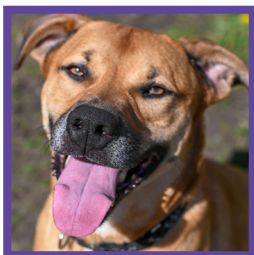
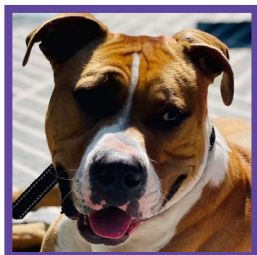
1/4 page ad (5"x1.75") - \$25

1/2 page ad (5"x3.5") - \$50

Full page ad (5"x7.5) - \$75

**for attending vendors/food trucks only*

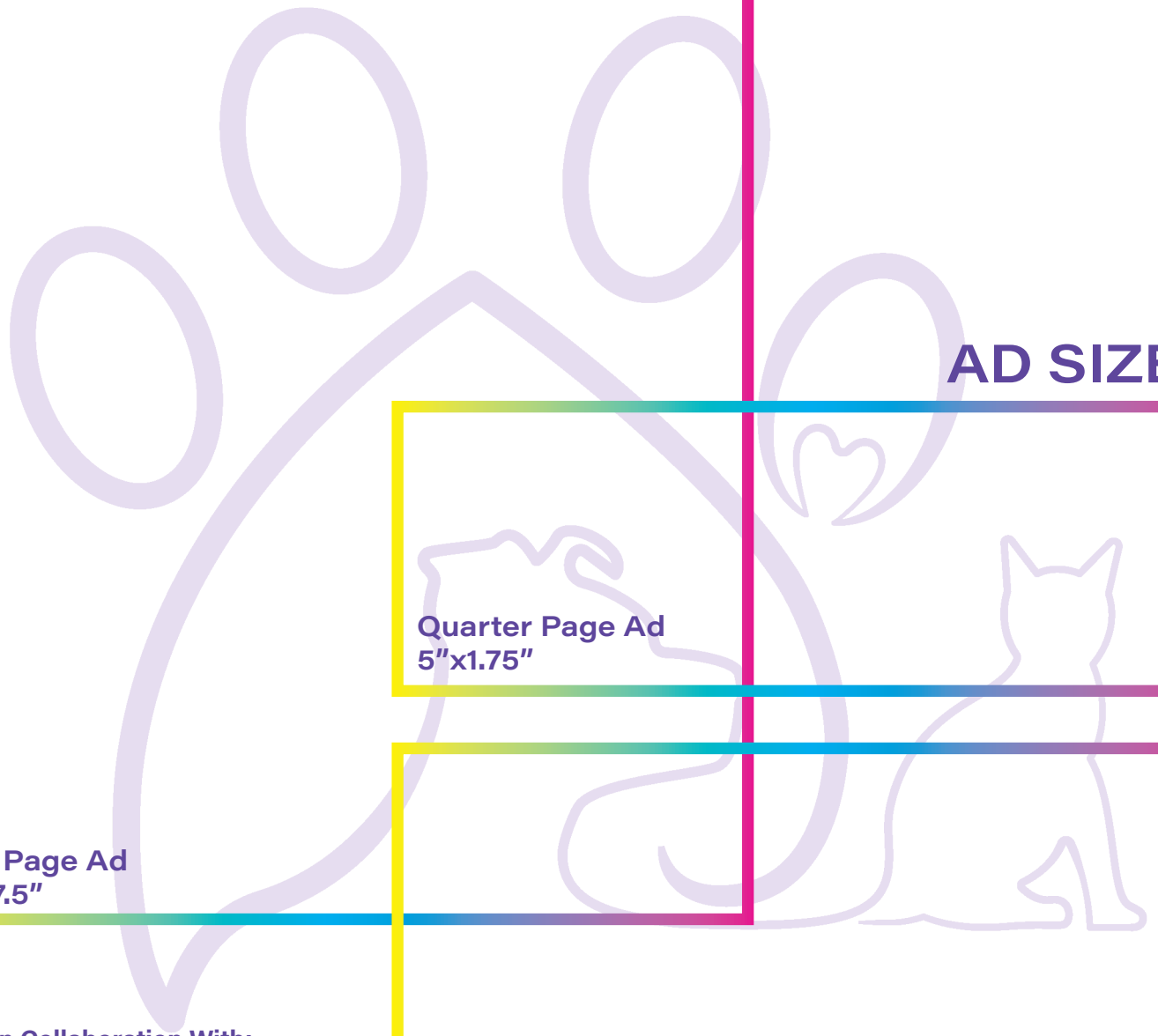
ALL VENDORS/FOOD TRUCKS MUST COMMIT TO ENTIRE EVENT.
TENTS/TABLES/ETC. NOT PROVIDED



Thank you for your support!



QUESTIONS? EMAIL
WOOFSTOCK@FCRSPCA.ORG



AD SIZES

Full Page Ad
5"x7.5"

Quarter Page Ad
5"x1.75"

Half Page Ad
5"x3.5"

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