

4th Annual Doggie Dash 'N Splash Fest

One of Ohio's largest dog festivals



DATE: Saturday, August 22, 2009

TIME: 10 a.m. – 5 p.m.

LOCATION: Fairgrounds Recreation Center
210 Fairground Rd., Xenia, OH 45385

- 1 hour north of Cincinnati
- 1 hour south of Columbus
- 30 minutes east of Dayton
- 45 minutes east of the Dayton International Airport

FEATURES: Land and water contests, Canine King and Queen crowning, over 80 pet-related vendors, pet psychics, canine athletic demonstrations, and concessions.

ACHIEVEMENTS: Winner of Ohio Parks and Recreation Award
Featured in Modern Dog Magazine

ATTENDANCE: 2009 – anticipating 12,000 people, 6,000 dogs
2008 – 10,000 people, 5,000 dogs
2007 – 10,000 people, 5,000 dogs
2006 – 3,000 people, 1,500 dogs

PRESENTED BY: Greene County Parks

COST: FREE ADMISSION; \$5 parking donation appreciated

PROCEEDS: Benefit the Scout Burnell-Garbrecht Dog Park

SPONSORSHIP HIGHLIGHTS



Marketing Highlights

Doggie Dash 'N Splash Fest is one of Ohio's largest festivals catering to dogs and their owners. During this event, and for a full month prior, you have the opportunity to put your image – and your product – directly into the hands of thousands of canine oriented consumers. Depending on your level of sponsorship, your company may benefit from many of the following event-related promotions:

High traffic locations within event grounds
Sampling/couponsing
High visibility signage
Extensive print promotion

Use of event logo in product promotion
Retail/Trade promotion
On air media coverage

Our Demographics *based on 2000 Census Report, State of Ohio*

40 billion dollar pet industry
\$50,037 median family income
Median age is 36

1,119,262 – 7 county region
21% Bachelor's degree or higher
48.6% male, 51.4% female

2008 On-Site Survey Results

4 state draw
\$51,000 - \$75,000 median family income

64% have a college degree
Median age range is 35 - 44

Make an Impression

Depending on your level of involvement, your advertising/promotional message will be seen during the festival's promotion period. We're targeting dog owners of Ohio, Michigan, Indiana and Kentucky – all who pamper and spend a great deal of money on their dogs. In 2008, we reached 10,000 people the day of the event – that's not counting the countless thousands that heard or read about the event through newspaper articles, public service announcements on radio and television, radio interviews, websites, posters, flyers, and the festival programs, but were unable to attend.

Our Media Market

Newspapers (daily/weekly)

- 34+ Miami Valley region

Television stations (ABC, NBC, CBS, FOX, CW)

15+ Cincinnati, Columbus, Dayton

Radio stations (Clear Channel Communications, MediaSpan Network, Cox Enterprises)

- 40+ Cincinnati, Columbus, Dayton

Web sites

- www.co.greene.oh.us/parks
- www.937pets.com
- www.wmmx.com
- www.dashsplash.com
- www.whiotv.com
- www.wdtn.com

Dog magazines

- Modern Dog Magazine

4th Annual Doggie Dash 'N Splash Fest*One of Ohio's largest dog festivals***TOP DOG****\$5,000 sponsorship (1 available)**

- Company name incorporated in festival name, heavily promoted in the media
- Publicized as title sponsor in all pre-festival radio, television and newspaper promotions and media releases
- Logo will be a primary focus on festival programs & posters distributed to promote the festival
- Company-provided banner on-site
- On-site announcements
- Full color, full page ad in the official festival program
- Logo posted on festival website with link
- Opportunity to include company information in goody bags
- 10x20 vendor space at event

BEST IN SHOW/MAIN STAGE**\$3,000 sponsorship (1 available)**

- Main Stage sponsor with company-provided banner
- Publicized in all pre-festival radio, television and newspaper promotions and media releases, as well as on event posters
- Full color, 1/2 page ad in the official event program
- On-site announcements
- Event website presence with link
- Opportunity to include company information in goody bags
- 10x20 vendor space at event

BEST IN BREED/SPLASH ZONE & DOG PARK**\$3,000 sponsorship (2 available)**

- Splash Zone & Dog Park sponsor with company-provided banners
- Publicized in all pre-festival radio, television and newspaper promotions and media releases, as well as on event posters
- Full color, 1/2 page ad in the official event program
- On-site announcements
- Event website presence with link
- Opportunity to include company information in goody bags
- 10x20 vendor space at event

EVENT T-SHIRTS**\$2,000 sponsorship (1 available)**

- Media release coverage
- On-site announcements
- Company logo on back of event t-shirt
- Full color ¼ page ad in festival program
- Logo included in official festival program & on event poster
- Name on event website with link
- Opportunity to include company information in goody bags
- 10x10 vendor space at event

FESTIVAL PROGRAMS**\$2,000 sponsorship (1 available)**

- Media release coverage
- Featured on festival program & event poster w/logo
- Full color ½ page ad in festival program
- Name on event website with link
- Opportunity to include company information in goody bags
- 10x10 vendor space at event

INFORMATION BOOTH**\$1,000 sponsorship (1 available)**

- Media release coverage
- On-site announcements
- Company-provided banner at information booth (Festival entry)
- Logo included in official festival program
- Name on event website & event poster
- Opportunity to include company information in goody bags
- 10x10 vendor space at event

GRAND CHAMPION**\$500 sponsorship (unlimited availability)**

- Company name listed in official festival program
- Media release coverage
- Company name on event website & event poster
- Opportunity to include company information in goody bags
- 10x10 vendor space at event

LOCAL CHAMPION**\$250 sponsorship (unlimited availability)**

- Media Releases
- Company name listed in official event program
- Opportunity to include company information in goody bags
- 10x10 vendor space at event

Benefit	Top Dog \$5,000 1 available	Best in Show/Main Stage \$3,000 1 available	Best in Breed/Splash Zone & Dog Park \$3,000 2 available	Event T-Shirts \$2,000 1 available	Festival Programs \$2,000 1 available	Information Booth \$1,000 1 available	Grand Champion \$500 Unlimited	Local Champion \$250 Unlimited
"Sponsor Name" Doggie Dash 'N Splash Fest	name/logo							
Event T-shirts				Logo on back				
TV publicity	yes	yes	yes					
Radio publicity	yes	yes	yes					
Sponsor-provided banners on site	yes	main stage	splash zone or dog park			at info booth		
On site announcements	yes	yes	yes	yes		yes		
Ad in Festival Program	Full page ad	1/2 page ad	1/2 page ad	1/4 page	1/2 page ad			
Website presence	logo w/link	logo w/link	logo w/link	name w/link	name w/link	name	name	
Event poster	name/logo	logo	logo	logo	logo	name	name	
Press releases	yes	yes	yes	yes	yes	yes	yes	yes
Festival Program	name/logo	name/logo	name/logo	name/logo	name/logo	logo	name	name
Goodie bags	yes	yes	yes	yes	yes	yes	yes	yes
Booth space	10x20	10x20	10x20	10x10	10x10	10x10	10x10	10x10