

# P O O C H P U R S U I T



5th Annual

FREE ADMISSION!

Sunday, October 18

C-Bar-C Park

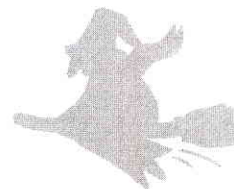
Citrus Heights, CA

Proceeds benefit:

# Noah's Wish

[www.poochpursuit.org](http://www.poochpursuit.org)

5K Run  
Vendors  
Demos  
Costume Contest  
Raffle  
Goodie Bags



## PARTNERSHIP OPPORTUNITIES

Pooch Pursuit is back for a 5th year and promises to be bigger and better than ever! Last year, this event attracted an estimated 1,500 people. The event will be publicized through local, regional and national resources, including Radio, TV, Print and Web. Partnership opportunities are limited.

DEADLINE FOR INCLUSION IN MARKETING AND PUBLICITY - SEPTEMBER 4, 2009

~~**Title Sponsor (1) \$2500**~~  
*Monster Mas Vitt*

- ~~Above Title recognition on 5,000 brochures and posters~~
- ~~Logo recognition on 500 event T Shirts~~
- ~~Logo recognition on 1,000 event giveaways~~
- ~~Logo recognition on program, website and media ads~~
- ~~Logo on day of event banner~~
- ~~Sponsorship of activity during event~~
- ~~Premier exhibit space on day of event~~
- ~~Name mention on all print media~~
- ~~10 Free T Shirts~~

~~**Big Dog Sponsor (5) \$1000**~~  
*Haunted Hound*

- ~~Logo recognition on 5,000 brochures and posters~~
- ~~Logo recognition on 500 event T Shirts~~
- ~~Logo recognition on 1,000 event giveaways~~
- ~~Logo recognition on program, website and media ads~~
- ~~Logo on day of event banner~~
- ~~Sponsorship of activity during event~~
- ~~Premier exhibit space on day of event~~
- ~~Name mention on all print media~~

~~**Media Sponsor In-Kind**~~  
*Jack-O-Lantern Terrier*

- ~~Logo recognition on 5,000 brochures and posters~~
- ~~Logo recognition on 500 event T Shirts~~
- ~~Logo recognition on 1,000 event giveaways~~
- ~~Logo recognition on program, website and media ads~~
- ~~Logo on day of event banner~~
- ~~Sponsorship of activity during event~~
- ~~Premier exhibit space on day of event~~
- ~~Name mention on all print media~~

~~**Rescue Row Sponsor (1) \$1000**~~

- ~~Logo recognition on 5,000 brochures and posters~~
- ~~Logo recognition on 500 event T Shirts~~
- ~~Logo recognition on 1,000 event giveaways~~
- ~~Logo recognition on program, website and media ads~~
- ~~Logo on day of event banner~~
- ~~Premier exhibit space on day of event~~
- ~~Name mention on all print media~~

~~**Event Sponsors \$500-\$999**~~  
*Spooky Shepherd*

- ~~Name recognition on 5,000 brochures and posters~~
- ~~Name recognition on 500 event T Shirts~~
- ~~Name recognition on 1,000 event giveaways~~
- ~~Logo recognition on program, website and media ads~~
- ~~Name on day of event banner~~
- ~~Premier Exhibit space on day of event~~

~~**Event Sponsors \$100-\$499**~~  
*Goblin Retriever*

- ~~Name recognition on 5,000 brochures and posters~~
- ~~Name recognition on program and website~~

**Sponsorship inquiries:**  
**Jim Crosthwaite**  
**(916) 768-9781**  
[jim@firststepsportsmarketing.com](mailto:jim@firststepsportsmarketing.com)

First Step Sports Marketing Group  
www.firststepsportsmarketing.com



# SPONSOR APPLICATION FORM

If you have any questions, please contact Jim Crosthwaite at (916) 768-9781, or [jim@firststepsportsmarketing.com](mailto:jim@firststepsportsmarketing.com). Deadline to return this form is September 4, 2009, but some areas may fill before that. Our website is [www.woofstocknorcal.com](http://www.woofstocknorcal.com).

Name of Organization/Business \_\_\_\_\_

*Monster Mastiff* Title (\$2500) \_\_\_\_\_ *Jack-o-Lantern Terrier* Media (In-Kind) \_\_\_\_\_ *Haunted Hound* ~~Big Dog~~ (\$1000) \_\_\_\_\_

~~Rescue Row~~ (\$1000) \_\_\_\_\_ *Goblin Retriever* ~~Event~~ (\$100-499) \_\_\_\_\_ (Indicate amount)  
*Spooky Shepherd* ~~Event~~ (\$500-999) \_\_\_\_\_ (Indicate amount)

Contact Person \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_

Day Phone \_\_\_\_\_ Alt. Phone \_\_\_\_\_

Fax \_\_\_\_\_ email \_\_\_\_\_

website address \_\_\_\_\_

Special needs \_\_\_\_\_

Description of booth, including any giveaways or activities \_\_\_\_\_

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Return this form to: FirstStep Sports Marketing, P.O. Box 1896, Loomis, CA 95650

Make checks payable to: **POOCH**