



South Windsor Jaycees
PO Box 486; South Windsor, CT 06074
www.swjaycees.org

Presents

PAWS IN THE PARK

December 10, 2011

Dear Friends of Animals:

The South Windsor Jaycees are bringing this successful project to the community once again and we are inviting you to be a partner and help make it a success. Paws in the Park is a day long event for both you, your family and your dog, being held at the Rotary Pavilion at Nevers Park on Saturday, May 5th from 10a-3p (Rain-date is May 6th), that is FREE to the public.

Proceeds from this event will benefit the Fidelco Guide Dog Foundation, Inc. and the South Windsor Bark Park. Best of all you are able to choose the charity that will receive your contribution! Over the first six years Paws in the Park has raised over \$15,000 for our charities and we look forward to supporting both charities again this year.



The day's events will include competitions for dogs such as Best Dressed/Costume, Musical Sit, Best Trick, demonstrations by Fidelco Guide Dog Foundation, DAWGS (rescue operation), a Tea Cup Auction, free moon bounce, live music and more. We are asking that each vendor help by donating items or gift certificates to be used as prizes for our Tea Cup or Silent Auction. Additionally, we are offering vendors the opportunity to showcase pet care such as grooming, teeth cleaning, obedience training, etc by conducting demonstrations throughout the day.

The first 400 visitors to the event will receive a "doggie bag". Our doggie bags will contain sponsor and vendors coupons, pens, magnets, key chains, brochures or other promotional items provided by businesses as detailed in the attached Promotional Opportunities page. There are vendor/sponsor packages for every sized business.

Vendors: Businesses that would like to have a booth at Paws in the Park please complete & sign the Commercial Rental Agreement Form and send along with the appropriate fee to the South Windsor Jaycees by April 21, 2012.

Sponsors: Our experience is that Sponsors make our fundraising events that much more successful! Please refer to the enclosed options list as there are several packages for sponsors to choose from. Please note that some of our sponsor packages include a booth space at a greatly reduced price, so look over all our incredible options

Sincerely,

Melissa Conte
Vendors/Sponsors Committee
Paws in the Park
413-388-2377
PawsintheParkSW@aol.com



Became a fan of the
South Windsor Jaycees



Paws in the Park Promotional Opportunities Agreement

Business Name: _____

Address: _____

Town, State & Zip Code: _____

Contact: _____ Phone: _____

Email: _____ Website: _____

Package Option: _____ Total Amount Due: _____ Bill me via PayPal _____

Please donate my fee to: (circle one) Fidelco SW Bark Park Both (split 50/50)

Vendor Booth Space and Product Information

Please list any items to be sold. Refer to rules and regulations if unsure what's acceptable. Product must relate to your company

Will you require use of an electrical outlet for your booth? Yes _____ No _____

Would you like to perform a demonstration during the event? Yes _____ No _____ (limited spots open)

If yes, please describe demonstration: _____

The undersigned acknowledges that they have received and agree to comply with all fees, terms, conditions, policies, rules and regulations on the Rental Agreement and Rules & Regulations of the Paws at the Park committee.

Commercial vendor

Date

Applications and payment must be received by April 21st.

Payments may be submitted with application or via PayPal upon request

Make Checks Payable to: South Windsor Jaycees

Mail To: South Windsor Jaycees, Attn: PAWS, PO Box 486, South Windsor, CT 06074

***Jaycee Discount** (Anyone ages 21-40 is welcome to be a member) – As a member of the Jaycees or a business that sponsors a SW Jaycee (pays for their membership) you are eligible for a \$25.00 discount on any vendor/sponsor package valued at \$50 or more.

____ I am a member or my business sponsors an employee in the South Windsor Jaycees

____ Sign me up! Business Name: _____ Member Name: _____

Address: _____ City, ST, Zip: _____ Phone: _____

DOB: _____ Email: _____ Dues \$50. ____ Enclosed ____ Bill me via PayPal

Rules & Regulations

PAYMENT TERMS & CONDITIONS:

- Total payment must be submitted along with Rental Agreement to reserve location unless PayPal invoice is requested. Businesses will have 5 days from receipt of invoice to submit payment via PayPal. Personal or business checks will be accepted, but be advised there will be a \$25 fee for returned checks. Any payments made after April 21st will need to be in the form of credit card via PayPal.
- Any equipment (tents, tables or chairs) is the responsibility of the vendor.
- No one shall book space for anyone other than themselves and shall be responsible for their booth.
- No booth will be permitted to set up until all payment issues have been settled
- Doggie bag promotion. Items will be included in bags given to the 1st 400 people who attend. Vendors must provide promotional items no later than April 21st. Promotional items may include magnets, key chains, pens, coupons, or any other promotional items. Items must promote vendor participating at the event. If you are in need of products we recommend contacting John Barber at CHH Engraving at 413-789-2041 or www.chhengraving.com. Items may be mailed to or dropped off at Camp Bow Wow located at 1145 John Fitch Boulevard (RTE 5), South Windsor, CT 06074.
- An acceptance letter will be emailed to you upon receiving your application and then a confirmation notice will be emailed 2 weeks prior to the event. This will include set up times, demonstration times, parking requirements and other information to help make sure participation an enjoyable and successful experience
- Business card ads and banner information should be provided in jpg or pdf format camera ready via email.

POLICIES & REGULATIONS

- No cars or trucks will be allowed on the grounds during business hours of the event. All vehicles must be removed ½ hour before the event starts.
- No alcoholic beverages of any kind are permitted on the grounds or in the parking lots.
- The chairman has the authority to move any booths, tents, or trailers and outside stands.
- The chairman has the authority to inspect booths or trailers utilized by the vendor for cleanliness and to require the removal or forbid the entrance of any such apparatus, which does not conform to the standards of the South Windsor Jaycees.
- The South Windsor Jaycees are not responsible for any losses or damages that may occur.

BOOTH & PRODUCT RESTRICTIONS:

- Fee includes the following electrical connection if indicated on rental agreement
(1 Hook-up, dead front plug, 120 volt, 5 amp supply)
- Each space is 10' X 10'. All ropes/tents stakes, tables, chairs and displays must be set inside the space requested.
- All products and displays shall be those of the business signing the agreement with the Jaycees. Businesses may not sell, rent or give away booth space to another business or individual. Vendors may not sell or give away any type of food or beverage for human consumption other than bite size samples
- Vendors may not sell any product, which is not listed individually on the rental agreement.
- Vendors selling or giving away novelties are prohibited from having high strikers, crazy string, disappearing ink, any type of guns and lasers.
- Anyone selling any illegal merchandise shall be closed for business for the rest of the day and shall remove their tent, trailer, or booth from the grounds immediately upon being notified by the PAWS committee. No refunds will be given.
- No amplifiers, record players, radios or other musical device shall be used without the permission of the Paws committee.
- Vendor shall not give money as prizes or pay money to buy back prizes at any time.
- Vendor must display at all times in full view of the public, the prices charged for their products.
- All booths, trailers and tents must be set up and ready for inspection by the PAWS committee ONE HALF HOUR PRIOR to opening.
- Each vendor must clean the ground of paper and other debris at least five (5) feet in front of his space after closing.

Paws in the Park

Premier Sponsorships Due by February 1st

PRESENTING SPONSOR (1 AVAILABLE)

\$500.00

Company name will be listed with event title – Paws in the Park presented by YOUR COMPANY!
Company name will be attached to all advertisements (newspapers, posters, flyers, web sites, etc).

CONTESTS SPONSOR (1 AVAILABLE)

\$300.00

Company name will be attached to all advertisements (newspapers, posters, flyers, web sites, etc) mentioning our contests. Includes recognition during contests and company is welcome to participate in judging.

ACTIVITY SPONSORS (4 AVAILABLE)

\$300.00

Company name will be attached to all advertisements (newspapers, posters, flyers, web sites, etc) mentioning our activities. Activities are Pet Psychic, Kid Caricatures, Live Music & Cutest Dog Photo Contest)

TAIL WAGGER (3 AVAILABLE)

\$200.00

Your company will have the entire back cover of the schedule of attractions. For \$175.00 you can have either the inside front cover or the inside back cover.

- All premier sponsorships include Leader of the Pack benefits

Corporate Partnership Opportunities– Due by April 21st

LEADER OF THE PACK (Banner and Booth)

\$125.00

Includes booth at event, banner display, a business card ad on the schedule of attractions and a promotional item in our 400 “Doggie bags”, a 10’ X 10” booth space, corporate mentions at event AND company recognition on our volunteer shirts.

DOG HOUSE (Booth Space + Big Paw)

\$85.00

Includes 10’ X 10’ booth space AND an ad in our schedule of attractions AND a promotional item (magnets, pens, coupons, etc.) in our “Doggie Bags” AND corporate mentions at event. *Best value for a business to meet people at the event and make sure they take home reminders from the event.*

(Non-profit Rescues/Shelters receive a special rate of \$40!)

BIG DOG (Banner Display + Big Paw)

\$75.00

Company provided banner (max size 3’ X 5’) or previously banner used at Paws in the Park or Wapping Fair sponsor banners maintained by Jaycees. Includes Big Paw benefits.

BEST FRIEND (Booth Space Only)

\$50.00

10’ x 10’ space at the event. Great way to meet people one on one!

BIG PAW (BUSINESS CARD AD AND GIVEAWAY BAGS)

\$50.00

You receive both a business card on schedule of attractions AND your promotional item (magnets, pens, etc) in each of the “Doggie Bags”

Puppy (BUSINESS CARD AD OR GIVEAWAY BAGS)

\$40.00

Choice of business card on schedule of attractions OR your promotional item (magnets, pens, etc) in each of the “Doggie Bags” given to the first 400 event attendees.