



*Hosted by the City of Sedona
Department of Parks and Recreation*

**Saturday, September 21, 2019
9:00 a.m. to 12:00 p.m.**

**Posse Grounds Park Pavilion
525 Posse Ground Road
Sedona, AZ 86336**

The City of Sedona is hosting its 2nd Annual WagFest & Fair! This event is the perfect day out for dogs and their two-legged friends (owners/family). This canine resource event will feature booths where you can stop, shop and learn from the area's best dog-related product and service providers. Demonstrations and contests will be scheduled throughout the morning.

All organizations and exhibitors whose focus revolves around canines (supplies, health and wellness, training, foster/adoption and everything in between), are encouraged to become part of this annual regalia of festivals. Listed below are three ways your organization may choose to participate:

Option 1: Become a sponsor for this event by paying or providing an in-kind service/product in the amount of \$250, \$500 or \$1000 (this fee is tax deductible). In return, your business name will be displayed in conjunction with the City's event advertising. Depending on the level you choose, your name will be listed on a variety of platforms before and during the event. This fee will also reserve space at the event to set up a display and provide attendees with information regarding your organization, services or goods.

Option 2: Become an exhibitor for this event. Vendors will pay a commitment fee of \$50 or if a non-profit organization, \$25. This fee reserves a 12' x 12' space for you to display services and/or goods. We encourage booths/displays to be interactive for participants whenever possible. Goods or services may be sold or you may choose to simply distribute information or have demonstrations. What a great opportunity to bring awareness of your business to the members of our community!

Option 3: Donate an item for the gift swag bags and/or raffle. The first 100 participants will receive a gift bag filled with items and information on the event. Businesses who donate to the gift bags will need to provide 100 items and will be able to include information on their services and/or goods. A free raffle will be held during the event. Raffle donors will be announced at the time the item is being awarded and will be recognized as a raffle donor in print material. Donated items are tax deductible and must be provided by no later than **Friday, August 23**.

WagFest & Fair will begin at 9:00 a.m. and end at 12:00 p.m. Sponsor/Exhibitor booths must be set up and in place by **8:30 a.m.** on the event date, no exceptions, and must remain for the duration of the event. Booth set-up and event activities will take place at the Pavilion located at Posse Grounds Park: 525 Posse Ground Road, Sedona, AZ 86336.

If you'd like additional information, please contact the Sedona Parks and Recreation Department at (928) 282-7098 or email Recreation & Aquatics Supervisor Dawn Norman at DNorman@SedonaAZ.gov.



WAGFEST & FAIR Sponsorship/Exhibitor/Donor Form

Sponsor - Registration deadline: **Friday, August 9**

Sponsors will have their company name/logo displayed in conjunction with the City’s advertising and marketing for the event. Depending on the level you choose, your business name/logo will be listed on a variety of platforms before and during the event. Sponsors will need to provide us with company artwork and banner (Top Dog and Leader of the Pack sponsors). Sponsors will receive an exhibitor space (details listed below). Please see insert for additional details on sponsorship levels.

Exhibitor - Registration deadline: **Tuesday, September 3**

Exhibitors will receive a 12’x12’ space. No electricity or water is available. Exhibitors are responsible to provide their own booth set-up, including tables, chairs and/or shade structures. Shade structures must be anchored down securely (no staking allowed). Exhibitors may set-up as early as 7 a.m. on the day of the event but no later than 8:30 a.m. Display/booth must remain set-up until 12 p.m. Exhibitors will receive space assignment along with day of event information by Monday, September 16, via email.

Donor - Registration deadline: **Friday, Aug. 23**; Donated item(s) due: **Mon., Sept. 9**

Donors must submit a written commitment to donate item(s) by **Friday, August 23**. Donated item(s) must be delivered to the Parks and Recreation Office or arrangements made and item(s) ready for pick up by Parks and Recreation by **Monday, September 9**.

Payment may be made by check or credit/debit card. Please make check payable to City of Sedona. For convenience, you may also pay over the phone by calling 928-282-7098.

Please complete the form below and return to:

If making payment by check:

City of Sedona
ATTN: Parks and Recreation Dept.
102 Roadrunner Drive
Sedona AZ, 86336

If making payment by credit/debit card OR donating item(s):

Email: DNorman@SedonaAZ.gov

Name of Organization: _____

Contact Person: _____

Phone Number: _____ Email: _____

Mailing address: _____

Sponsor: Bow Wow Club \$250 Top Dog \$500 Leader of the Pack \$1000

Exhibitor: \$50 \$25 Non-Profit

Brief Description of your exhibit: _____

Donor: I will donate to the raffle I will donate 100 items for the gift swag bags

I would like to pay by credit/debit card. Please call me to take payment over the phone.

Check Enclosed in the amount of \$ _____



City of Sedona

WagFest & Fair Sponsorship



	Bow Wow Club \$250	Top Dog Club \$500	Leader of the Pack \$1000
Sponsor logo on P&R event webpage	X	X	X
Sponsor logo on event flyers	X	X	X
Sponsor mention in press release	X	X	X
12'x12' Exhibitor Booth space at event (No electricity/water)	X Exhibitor Area	X Prime Location	X 2 – 12'x12' Spaces in Prime Location
Sponsor banner displayed at event		X	X
Sponsor recognition during event announcements		X	X
Sponsor logo in social media marketing		X	X
Opportunity to include print material in gift swag bags to showcase your business/organization and services/goods		X	X
Sponsor logo in colored newspaper advertisements			X
Sponsor driven ideas and opportunities			X