

Information for Sponsors & Advertisers



May 21, 2016



*An event supporting Animal Welfare
and Community Service Organizations through the
Bethesda Chevy Chase Rotary Club*

Contact Katey Boerner: 240-447-4068 symhotline@gmail.com

Strut Your Mutt Bethesda, Maryland Sat. May 21, 2016



Strut Your Mutt, now in its 11th year, is a popular, fun-filled family and pet festival day. Staged in downtown Bethesda by the Bethesda Chevy Chase Rotary Club, the event raises funds for animal welfare groups in Montgomery County and community service organizations through its foundation grant program.



Strut Your Mutt features...

- A media-drawing Pooch Parade
- Popular stage events including:
 - Dog contests
 - Canine Fashion Show
 - Working dog demonstrations
 - Pet adoption shows
 - Barbershop Quartet
- 3,000-5,000 attendees in past years
- 40-50 tented booths featuring pet-related vendors and dog-rescue groups.
- Keepsake event program, with pet-interest articles, plus sponsor and exhibitor ads.

Strut Your Mutt is one of the largest pet-related events in the National Capital Area.

Each year Strut Your Mutt has attracted media attention, reaching a large and affluent pet-loving audience throughout the D.C. Metro area.

Advertising Opportunities

A printed keepsake event program will be distributed during the event. It will feature sponsor and



exhibitor ads, a guide to exhibitors, a schedule of events, and articles on subjects of interest to pet-lovers. The Strut Your Mutt website features links to our sponsors and exhibitors. On event day, hundreds of registrants for the event will receive

"doggie bags," containing promotional material provided by sponsors and exhibitors. Sponsors' logos and names will appear on event signage and on the event T-shirt.



Major Sponsor Packages

*Our goal is to provide you with maximum public exposure in the community.
We're happy to discuss customizing these packages to meet your needs.*

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Pack Leader - Principal Sponsor - \$10,000

- Exclusive sponsor of main event stage.
- 10' x 20' exhibitor tent in prime location.
- Full-page ad on outside back cover of printed event program.
- Name, logo and hyperlink placed prominently on event web site.
- Name and logo *prominently* featured on all pre-event publicity posters, print ads, event t-shirt, and event program.
- Promotional item (supplied by you) placed in event Doggie Bags.



Top Dogs - Only two available at this level - \$5000

- Co-sponsors of the Pooch Parade
- 10' x 10' exhibitor tent in a prime location.
- Full-page ad on inside front or back cover of printed event program.
- Name, logo and hyperlink placed prominently on event web site.
- Name and logo on all pre-event publicity posters, print ads, event t-shirt, and event program
- Promotional item (supplied by you) placed in event Doggie Bags.

More Sponsor Packages



Big Barkers - \$2,500

Six sponsorships are available at this level

- Co-sponsors of the Canine Contests
- 10' x 10' exhibitor tent in location of your choice.
- Half-page ad in printed event program.
- Name & logo in featured section of event program.
- Name & logo on event t-shirt
- Promotional item (supplied by you) placed in event Doggie Bags.



Friends - \$1000

- Quarter-page ad in printed event program.
- Name in featured section of event program.
- Name on event t-shirt.



Contributors - \$150 - \$999

- Business card size ad in printed event program.
- Name in featured section of event program.

Sponsorship Registration Form

Company or Organization Name: _____

Name *exactly* as you would like it to appear in event program & all signage:

Address: _____

Phone: _____ Website: _____

Main Contact Person: _____

(Main contact information will not be released to public)

Direct Phone # _____ Email: _____

Special notes: _____

***Please select one of the following sponsor levels and submit with your check.
We shall be happy to discuss customizing the Top Dog sponsorship.***

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- Pack Leader** \$10,000
- Top Dog** \$5,000
- Big Barker** \$2,500
- Friend** \$1000
- Contributor** Amount: _____

Signed: _____ Date: _____
Signature here indicates you understand the conditions & terms of Sponsor agreement on the following page.

Please send a check payable to **BCC Rotary Foundation** with your registration to:

Strut Your Mutt 2016
Attention: Katey Boerner
c/o GEPPAC
7300 MacArthur Blvd
Glen Echo, MD 20812

Thank you

Sponsor Agreement - SYM 2016

Your Signature on the registration form indicates you understand the following conditions & terms:

- This agreement is between the Bethesda Chevy Chase Rotary Club (hereafter referred to as “event coordinator”), and the sponsor named on the registration form.
 - Event takes place RAIN or SHINE. No refunds will be provided for inclement weather on event day.
 - Fees must be paid prior to event date to guarantee placement and space at the event.
 - Event coordinator will be providing all sponsors receiving exhibitor space with one 6-foot table, two folding chairs and a 10x10 foot canopy. Corner booths, if available, will receive two tables and two chairs. These items will be set up for you prior to your arrival.
 - Booth exhibitors are responsible for bringing any major booth signage, table cloth/covering and a water bowl for the dogs. Water for the dog bowl will be provided to you by event coordinators.
 - While event takes place on a public street, this is a fully permitted event; no vendor or individual may conduct commerce at event site on event day without payment of required event fees and explicit written agreement (completion and signature of Sponsor or Exhibitor Registration Form).
 - Under agreements with the Title Sponsor, any food products sold by exhibitors are limited to items of non-national brands, with distribution of these items limited specifically to an exhibitor’s display area.
 - Event coordinator is not responsible for failure to provide items due to situations beyond their control. Event coordinator assumes no responsibility for typographical errors of any artwork supplied by exhibitor.
 - To guarantee appearance in event material, sponsor must provide items by the following dates:
 - Program ad: Camera-ready materials *received* no later than April 16, 2015
 - Web site hyperlink: Logo and hyperlink information no later than April 30, 2015
 - Event signage information (from registration form): No later than April 30, 2015
 - The event will be located on Woodmont Avenue between Bethesda Avenue and Hampden Lane.
 - Goodie Bag items must be packaged for delivery/presentation to the public, and delivered to the following address no later than April 30, 2015:

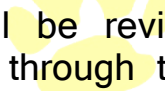
Strut Your Mutt Goodie Bags
c/o GEPPAC - 7300 MacArthur Blvd
Glen Echo, MD 20812
- We regret that late deliveries cannot be accepted, as items are moved off site for bag assembly.
- Vehicles will be allowed to pull up next to booth spaces from 8:00am-9:00am. All vehicles must be out of the festival area by 9:00am
 - All booth spaces must be completely set up by 9:30am. The event is open to the public from 10am-3pm. Tear down will start at 3pm. Exhibitors are expected to host their booth until this time.

An email confirming your registration will be sent to you once your registration is processed and payment is complete. If you have exhibitor space, additional set-up information will be sent to you in early May. Thank you for supporting community service groups through the BCC Rotary Club Foundation Grant Program.



**Want Exposure to the Public
Without the price of a sponsor?
Advertise in our Printed Event Program!**

**Strut Your Mutt 2016
Bethesda, Maryland**



Our printed event program will be reviewed by thousands of Strut Your Mutt participants. Readers will leaf through the program to find a graphical guide to exhibitors and a schedule of the day's events. It will also reach thousands more who are not able to come to the event, with articles of interest to dog lovers providing continuing interest. Your ad can even contain a tear-out coupon for readers to clip and save.

Your ad in the printed program will place your brand before an affluent, prospect-rich audience. For non-sponsors, the following advertising rates apply:

| Ad size | Rate |
|--|---------|
| Full page - 7.5" x 10" | \$1,200 |
| Half page - 7.5" x 5" | \$600 |
| Quarter page - 3.75" x 5" | \$250 |
| Business card 3.75" x 2" (appx 2x3" size) | \$100 |

About Rotary and the Rotary Foundation



What would it take to change the world? Rotary International is the world's first service club organization, with more than 1.2 million members in 33,000 clubs worldwide. Rotary club members are volunteers who work locally, regionally, and internationally to combat hunger, improve health and sanitation, provide education and job training, promote peace, under the motto Service Above Self.

Rotary is best known for starting and being one of the biggest sponsors and participants in the "Polio Plus Project" dedicated to eliminating Polio from the entire planet through vaccination of all children.

About the Rotary Club of Bethesda Chevy Chase

The Rotary Club of Bethesda Chevy Chase was founded in 1933. The club meets every Tuesday at the Kenwood Country Club in Bethesda, for lunch, fellowship and to hear program speakers that include ambassadors, scientists, authors and more.

Proceeds from Strut Your Mutt help fund the Bethesda Chevy Chase Rotary Club Foundation grant program, which annually awards small grants to local and international service projects run by smaller non-profit organizations, who often do not have the resources to seek large funding. Organizations who have received past grants include St. Luke's House, a Wider Circle, and Bethesda Elementary School educational support programs.

In addition, a portion of our proceeds this year will go to the Montgomery County Humane Society. The Montgomery County Humane Society is the largest animal welfare organization in Montgomery County, providing shelter and care to thousands of homeless animals every year.

The Rotary "Four Way Test:"

- **Is it the TRUTH?**
- **Is it FAIR to all concerned?**
- **Will it build GOODWILL and BETTER FRIENDSHIPS?**
- **Will it be BENEFICIAL to all concerned?**