



Saturday
September 16, 2017
10 am-5 pm – William Street Park, San Jose, CA

Sponsor Information Packet

Greetings,

The Campus Community Association is hosting the 21st annual Bark in the Park Canine Festival in downtown San Jose on Saturday, September 16, 2017, from 10 a.m. to 5 p.m. at William Street Park. Bark in the Park is the largest dog festival in the United States. We are expecting more than 15,000 dog lovers and 3,900 dogs again this year. Monies raised from Bark in the Park benefit local community and pet-focused organizations including the Humane Society Silicon Valley, the San Jose Animal Care Center and the Campus Community Neighborhood Association. The event is publicized throughout the Bay Area in online and traditional media. We have several sponsorship levels for Bark 2017, ranging from \$1,150 to \$7,500:

Best Friends of Bark in the Park Sponsor \$1,150

- Logo sponsor listing on the Bark on the Park 2017 website, www.BarkSanJose.org (10,000 hits per week during ad campaign)
- 1/8-page ad in the Bark in the Park 2017 Souvenir Event Program (\$175 value, distributed to 15,000 attendees)
- Sponsor listing in the Bark in the Park 2017 Souvenir Event Program
- Complimentary 10x10 Vendor Space at Bark in the Park 2017 (\$400 value)
- Recognition as a sponsor during park-wide event announcements at Bark in the Park 2017
- Sponsor sign for your booth, which is suitable for display at your business throughout the year

Leader of the Pack Sponsor \$1,750

- All benefits of Best Friends of Bark in the Park sponsorship plus
- Sponsor listing on all Bark in the Park 2017 flyers, mailers, email and posters, which are distributed at businesses and mailed to more than 15,000 previous attendees
- Postcard/Flyer Invitation to Bark in the Park 2017 that lists you as sponsor, sent to up to 1000 of your customers (electronic list must be provided by you) (\$500 value)
- Your logo displayed on a group sponsor banner at each of three registration gates at Bark in the Park 2017
- Upgrade to 1/4-page ad in the Bark in the Park 2017 Souvenir Event Program (\$275 value, distributed to 15,000 attendees)

Alpha Dog Sponsor \$3,500

- All benefits of Leader of the Pack sponsorship plus
- Upgrade to 1/2-page ad in the Bark in the Park 2017 Souvenir Event Program (\$400 value)
- Sponsorship of an Entertainment Area which includes additional recognition in park-wide announcements, banner placement at the Entertainment Ring sponsored by you, additional exposure in the Entertainment Area, and your name appearing next to the Entertainment Ring in the Festival Map (Limited to the first four sponsors at this level)
- Your company banner displayed prominently at Bark in the Park 2017 (you provide the banner, preferred size 2'x8')

Entertainment Stage Sponsor "Big Dog" \$7,500 (limit one – sold out for 2017)

- Big Dog Sponsorship is available to only one organization per year
- Your logo prominently placed as the presenting sponsor on all Bark in the Park 2017 flyers, mailers, email and posters, which are distributed at businesses and mailed to more than 15,000 previous attendees
- Presenting sponsor listing on the Bark in the Park 2017 website, www.BarkSanJose.org (10,000 hits per week during campaign)
- Postcard/Flyer Invitation to Bark in the Park 2017 that lists you as the presenting sponsor sent to up to 1000 of your customers (electronic list must be provided by you) (\$500 value)
- Sponsorship of the Main Entertainment Stage at Bark in the Park 2017, with your banner prominently placed on the stage and your name appearing next to the Main Stage in the Festival Map (Our most popular events: Dog Costume Contest, Dog Lookalike Contest, Dog Tricks Contest, and Tail Wagging Contest occur on the Main Stage)
- Full page ad in the Bark in the Park 2017 Souvenir Event Program (\$800 value, distributed to 15,000 attendees)
- Presenting sponsor listing in Bark in the Park 2017 Souvenir Event Program
- Complimentary 10x10 Vendor Space at Bark in the Park 2017 (\$400 value)
- Recognition as the presenting sponsor during park-wide event announcements at Bark in the Park 2017

Thank you for considering sponsoring Bark in the Park 2017.

The Bark in the Park Sponsorship Committee
Sponsor@BarkSanJose.org



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Sponsor Application

If you are interested in sponsoring Bark in the Park, please complete the attached forms (and your payment if paying by check) to the address provided below. If paying by PayPal, please remit your payment when you receive your invoice via email. If you have any questions, please contact Sponsor@BarkSanJose.org.

- **Sponsor Application** (this form) and **Website and Event Program Listing**: All sponsors must complete these forms.
- **Souvenir Event Program Advertisement**: Complete this form to take advantage of your complimentary advertisement in the Event Program. You can optionally increase the size of your ad by paying an additional fee.
- **Vendor Booth Application, Regulations and Conditions for Vendors and Proposed Activities, Exhibits, and Items for Sale**: Complete these forms if you will use the complimentary vendor booth included with sponsorship. You can also order additional booth space and equipment for use in your booth.

Contact Information

Company: _____ Contact Person: _____
 Address: _____ City, St, Zip: _____
 Phone: _____ Email: _____
 Website: _____

Sponsor Level

- Best Friends of Bark in the Park Sponsor \$1,150**
- Leader of the Pack Sponsor \$1,750**
- Alpha Dog Sponsor \$3,500**
- Entertainment Stage Sponsor "Big Dog" \$7,500 (limit one – sold out for 2017)**

Payment

Please remit payment for sponsorship and, if applicable, increased ad size, additional booth space and equipment rental.

- I will pay by PayPal. Please invoice me.
 (Scan and email the forms to vendor@BarkSanJose.org or mail them to the address below)
- I will pay by check.
 Make check payable to the **Campus Community Association (CCA)** and mail check and forms to:
 Campus Community Association (CCA)
 Attn: Bark in the Park
 P.O. Box 720832
 San Jose, CA 95172-0832

Note: Bark in the Park is produced by the Bark 2017 committee of the Campus Community Association (CCA), a non-profit neighborhood organization. We have the rights to all photographs taken by our photographer. Your information is confidential and only for the use of Bark in the Park.

Signature _____ Date _____

Please Print Name _____ Title _____

©1996-2017 Bark in the Park is a Trademark of the CCA. All others are property of their respective owners



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Sponsor Website and Program Listing

All sponsors and vendors who chose to be included are listed on the Bark in the Park 2017 website, www.BarkSanJose.org, which receives 10,000 hits per week during the ad campaign, and in the Bark in the Park Souvenir Event Program, which is distributed to 15,000 canine lovers and is available for download for a full year on the Bark in the Park website.

Please complete the form below so that we may accurately reflect the contact information for your company. **If you do not complete and return this form by Wednesday, August 16, 2017, only your company name will appear in on the Bark website and in the event program.** If you have any questions, please email Sponsor@BarkSanJose.org.

In addition to the free listing on the Bark website and in the Bark event program, sponsorship includes complimentary ad space in the Bark Event Program. See page 4 for details.

- Please use the information as listed on the *Sponsor Application* for my listing Bark in the Park 2017 website and in the Bark in the Park 2017 event program
- I do not want to be listed on the Bark in the Park 2017 website or in the Bark in the Park 2017 event program.
- Please use the information below for my listing on the Bark in the Park 2017 website and the Bark in the Park 2017 event program. (Complete only those fields that you want to appear on the website and in the program)

Company _____

Phone _____

Website _____

Email _____

In accepting this free listing, you agree as a condition of acceptance that the Campus Community Association, its event committee and its sponsors will not be liable to you for any damages or losses incurred by you, including damages to your products, equipment, or damages arising from lost sales or profits from any misprint or omission of the above information.

Signature _____ Date _____



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Sponsor Event Program Advertisement

Advertisements in the Bark in the Park 2017 Souvenir Event Program are available exclusively for Bark in the Park sponsors and vendors. The program is distributed to 15,000 canine lovers and is available for download for a full year on the Bark in the Park website. It is a key reference for festival attendees and includes the schedule of events, map of the park, and information that can be used as a long-term reference guide. Many attendees keep the program all year long.

Select your Advertisement Size

- Full Page : 7.75"(w) x 10.5"(h)
Complimentary with Big Dog Sponsorship, \$400 with Alpha Dog Sponsorship, \$525 with Leader of the Pack Sponsorship, \$625 with Best Friends Sponsorship
- Half Page : 7.75"(w) x 4.75"(h)
Complimentary with Alpha Dog Sponsorship, \$125 with Leader of the Pack Sponsorship, \$225 with Best Friends Sponsorship
- Quarter Page 3.6"(w) x 4.75"(h)
Complimentary with Leader of the Pack Sponsorship, \$100 with Best Friends Sponsorship
- Eighth Page (Business Card) 3.6"(w) x 2.25"(h)
Complimentary with Best Friends Sponsorship

Advertisement Requirements

The Souvenir Event Program is printed in color. Ads should be print-Quality PDF, TIFF or JPEG files (150 dpi minimum), or Adobe Illustrator outlined, EPS file formats. The program page size is 8.5" x 11". The dimension of your submitted ad should be close to the actual ad size requirement. **Email art files to: Art@BarkSanJose.org no later than Wednesday, August 16, 2017.**

You agree as a condition of acceptance that the Campus Community Association, its event committee and sponsors will not be liable to you for any damages or losses incurred by you, including damages to your products, equipment, or damages arising from lost sales or profits from any misprint or omission of the supplied advertisement. ***You agree to submit the advertisement by Wednesday, August 16, 2017 or your ad space and your fee will be forfeited.***

Signature _____ Date _____



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Sponsor Booth Application

Booth spaces are 10ft x 10ft and arranged bazaar style throughout the park. **ALL BOOTH SPACES MUST BE SET UP BY 9:30 A.M. AND MOVE OUT WILL BE AT 5:00 P.M. (NO EARLIER.)** Booth spaces not set up by 9:30 a.m. will be forfeited. The Bark Vendor Chairperson will assign spaces after acceptance of application and appropriate fees are paid. Applications for booth spaces will be accepted until all space is sold. **You will receive notification of acceptance of your application within three weeks of its receipt.** If you cancel your participation with the event after your application is accepted, the entire vendor fee will be forfeited.

If you have any questions regarding your booth, please contact Vendor@BarkSanJose.org.

10x10 Booth Space

- _____ Sponsor SpaceFree
(one booth space complimentary with sponsorship)
- _____ Vendor Space..... \$400.00
- _____ Non Profit Space \$200.00

Non Profit 501(c)3 Number _____

(Required for non-profit rate)

Resale License # (if selling items) _____

Optional Equipment Rental

- _____ Table (8 foot)..... \$65.00
- _____ Chair..... \$20.00
- _____ Electricity \$125.00
- _____ Canopy (10x10)..... \$250.00

If you have a space preference, request it here. ***Space preference is not guaranteed and is assigned at the discretion of the Bark in the Park Committee. Spaces are not assigned until two weeks prior to event.***

REQUIRED: You must also sign and return the attached agreement, **“Regulations and Conditions for Vendors”** on page 6 and complete the **“Describe Your Proposed Activities, Exhibits, and Items for Sale”** form on Page 7.

PARTICIPANTS AGREEMENT

I have read this **“Sponsor Booth Application”** and the attached agreement, **“Regulations and Conditions for Vendors,”** and agree to all conditions in both documents for participation in Bark in the Park 2017. I further agree that the Campus Community Association, its event committee and its sponsors will not be liable to me for any damages or losses incurred, including damages to products, equipment, or damages arising from lost sales or profits.

Signature _____ Date _____



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Regulations and Conditions for Vendors

This “Signed Regulations and Conditions for Vendors” agreement must be returned with the Sponsor Booth Application.

This is the only information that you will receive about participating until your packet arrives by email. More information is available at www.BarkSanJose.org. **Vendor Information Packets will arrive by September 9, 2017.**

1. Written applications for booth space are currently being accepted until all space is sold. If you cancel your participation with the event after your application is accepted, then the entire vendor fee will be forfeited. **Vendor Booth Space is not transferrable without the permission of the Bark Vendor Chair.**
2. Booth spaces are 10ft by 10ft and arranged bazaar style throughout the park. You are responsible for staffing, assembling, and dismantling your booth, and furnishing any equipment and supplies, unless supplied by Bark in the Park. We encourage you to decorate your booth keeping in mind the theme of this event. Display items must not interfere with the flow of traffic. Spaces will be assigned after acceptance of application by the Bark Chairperson two weeks prior to the event. If paying by check, the check, payable to the **Campus Community Association (CCA)**, must be included with the completed application. If paying by PayPal, payment must be made promptly when the PayPal invoice is sent by email.
3. Set up will start at 7:00 a.m. **All Booth spaces must be set up by 9:30 a.m.** Booth spaces not set-up by 9:30 a.m. will be forfeited. All vehicles must be removed from the event area from 9:30 a.m. to 5:00 p.m. Vehicles remaining in the event area after 9:30 a.m. will be towed at the owner’s expense. Event hours are 10:00 a.m. to 5:00 p.m. Clean up will begin promptly at 5:00 p.m. **Booths may not be taken down prior to 5:00 p.m.**
4. You agree that Dogs may not be adopted, sold, or traded at Bark in the Park. **You agree that all dogs brought to the event must be leashed or crated. No exceptions. Violations will result in removal of vendor and dogs from the event.**
5. Only **approved** Food Vendors can provide human food, beverage, and water. No human food or beverages may be provided for sale or for free to any person attending the event.
6. You agree to follow all local and state laws. You understand any violation will result in termination of vendor space and loss of all fees.
7. **California Resale numbers must be supplied with the application for vendors selling items at the event, no exception.** A copy of your temporary seller’s permit or resale license must be on display on the day of the event.
8. In the unlikely event that Bark in the Park cannot be held, the Campus Community Association, at its sole discretion, will either refund the application fee paid by you or reschedule the event. If you are unable to attend the rescheduled event, and you provide written notice of your inability within 15 days of receiving notice of the rescheduled date, then your application fee will be refunded to you.
9. **This is an outdoor event. You agree that the Campus Community Association will not be responsible for sun or shade or for weather conditions. The event will take place rain or shine.**
10. You agree that the Campus Community Association, its event committee and its sponsors will not be liable to you for any damages or losses incurred by you, including damages to your products, equipment, and damages arising from lost sales or profits. You also agree that you are responsible and liable for any damages or injuries to any City of San Jose, Campus Community Association, vendor, attendee or private property caused by you, your employees, contractors, volunteers or agents.
11. **You are responsible for acquiring any necessary insurance and will provide proof of insurance upon request. Having current liability insurance is a condition of being a vendor at Bark in the Park.**
12. Acceptance of these regulations and conditions are a condition of your participation in Bark in the Park. Any violation of the agreement will result in forfeiture of vendor space and all fees paid to the Campus Community Association.

I acknowledge that I have received these regulations and agree to their terms and conditions.

Signature _____ Date _____

