



Bringing people, pets, and  
their communities together  
(877) 288-EXPO

# Sponsorship Opportunities

## Targeted Sponsorships

Back of exhibitor passes	\$750	Expo bags with w/ company logo	\$2,000
Promo ad in expo bag	\$1,250	Back of adult ticket	\$2,000
Stage & entertainment sponsors	\$1,500	Back of children/senior ticket	\$2,000

### Corporate Partner \$2,000

1/8 Page ad in expo program  
Logo on website  
Logo in expo program  
Promo ad in expo bag  
40 admission tickets

### Silver Package \$5,000

10x20 Booth  
1/4 Page ad in expo program  
5 Exhibitor passes  
5 Expo parking passes  
Logo on website  
Featured profile with logo in expo program  
20 admission tickets

### KFROG Radio Partner \$8,500

KFrog on-air and streaming commercials  
10x20 Booth  
1/2 Page ad in expo program  
5 Exhibitor passes  
5 Expo parking passes  
Small banner ad on website (288 x 144)  
Logo on website as a featured sponsor  
Featured profile with logo in expo program  
10 admission tickets

### Gold Package \$10,000

20x20 Booth  
1/2 Page ad in expo program  
10 Exhibitor passes  
10 Expo parking passes  
Small banner ad on website (288 x 144)  
Logo on website as a featured sponsor  
Featured profile with logo in expo program  
30 admission tickets

### Adoption Partner \$15,000

20x20 Furnished booth  
Centerfold article and ad in expo program  
10 Exhibitor passes  
10 Expo "preferred" parking passes  
Large banner ad on website (252 x 594)  
Logo on website as an adoption sponsor  
Featured profile with logo in expo program  
Featured sponsor in attendee email blasts  
Promo ad in expo bag  
40 admission tickets

### Platinum Package \$15,000

2 - 20x20 Furnished booths  
Full page ad in expo program  
20 Exhibitor passes  
20 Expo "preferred" parking passes  
Large banner ad on website (252 x 594)  
Logo on website as a featured sponsor  
Featured profile with logo in expo program  
Featured sponsor in attendee email blasts  
40 admission tickets



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# Sponsorship Agreement

## West Coast Pet Expos, Southern California

### November 14th and 15th, 2009

#### Sponsorship Packages

_____ Platinum package	\$15,000	_____ Adoption partner	\$15,000
_____ Gold package	\$10,000	_____ Clear Chanel Radio partner	\$ 8,500
_____ Silver package	\$ 5,000	_____ Corporate partner	\$ 2,000
_____ Expo bags with w/ co. logo	\$ 2,000	_____ Back of adult ticket	\$ 2,000
_____ Back of children/senior Ticket	\$ 2,000	_____ Stage & entertainment	\$ 1,500
_____ Promo ad in expo bag	\$ 1,250	_____ Back of exhibitor passes	\$ 750

Company Name: \_\_\_\_\_

Company Representative: \_\_\_\_\_ Title: \_\_\_\_\_

Billing Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email address: \_\_\_\_\_ Website: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell: \_\_\_\_\_ Fax: \_\_\_\_\_

Description of Company, Product, or Service: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

#### A minimum 50% deposit is required.

Deposit amount: \_\_\_\_\_ Total Amount Due: \_\_\_\_\_

\*Please make checks/money orders payable to **West Coast Pet Expos LLC** and mail along with Sponsorship Agreement to the following address: West Coast Pet Expos - 3035 Chicago Ave, Riverside, CA 92507

\*Sponsorship Agreement and credit card payments may be sent via fax **(951) 848-9395**

**Company logo and featured profile** - Email company logo in an eps or ai file format to [marketing@westcoastpetexpos.com](mailto:marketing@westcoastpetexpos.com)  
Please submit company featured profile by November 1, 2009.

#### Credit Card Authorization

Name exactly as it appears on card \_\_\_\_\_ VISA \_\_\_\_\_ MC \_\_\_\_\_ AMEX \_\_\_\_\_

Billing address: \_\_\_\_\_ City/St./Zip: \_\_\_\_\_

Card # \_\_\_\_\_ Exp date \_\_\_\_\_ Security Code \_\_\_\_\_

Signature \_\_\_\_\_

# West Coast Pet Expos LLC Sponsorship Terms and Conditions:

“Show management” for the purposes of this contract shall mean *West Coast Pet Expos LLC*. Show management is responsible for the sales and coordination of all exhibitor booth space and the overall operations of West Coast Pet Expo, Southern California. Sponsorship Terms and Conditions are subject to change and exhibitors will be notified of any changes.

## PAYMENTS

- Show management requires a Sponsorship Agreement, signed Sponsorship Terms and Conditions and a minimum 50% deposit before sponsors will be confirmed. Final payments must be received no later than September 1, 2009 or sponsor will forfeit the right to refund. Checks/money orders should be made payable to *West Coast Pet Expos LLC* and mailed to 3035 Chicago Ave Riverside CA 92507. There will be a \$45 fee for any returned checks.

## CANCELLATION POLICY

- Show management requires all cancellation requests in writing. Sponsorship cancellation before September 1, 2009 will result in a forfeiture of 50% of the sponsorship fee. NO REFUNDS will be issued after September 1, 2009 regardless of when the sponsorship agreement was received and processed.

## PUBLICITY

- *West Coast Pet Expos LLC* reserves the right to approve publicity including, but not limited to, radio, television and print media. The appropriate representation of content as it refers to *West Coast Pet Expos LLC*, its sponsors, exhibitors, staff, or venue will be at the discretion of *West Coast Pet Expos LLC*. Publicity will be coordinated through the Marketing Departments of both *West Coast Pet Expos LLC* and The Fairplex at Pomona. Sponsors with media departments should contact *West Coast Pet Expos LLC* directly to coordinate.

- Third party entertainment, brought in by participating sponsors, must be approved by show management prior to October 1, 2009.

## RULES AND REGULATIONS

- If *West Coast Pet Expos LLC*, is prevented from holding the expo or if exhibitor is prevented from occupying their space due to circumstances beyond show managements control, including but not limited to strike, civil disobedience or an act of God, *West Coast Pet Expos LLC* will have no other obligation to sponsor
- *West Coast Pet Expos LLC* reserves the right to use your company name and logo for purposes of advertising, marketing, publicity, and any other promotions.
- By signing Sponsorship Agreement and providing phone number, fax number, e-mail address, mailing address and any other contact information, you are authorizing *West Coast Pet Expos LLC* to send information about upcoming events, programs and services.

Authorization Signature: \_\_\_\_\_

Name and Title: \_\_\_\_\_

Date: \_\_\_\_\_



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