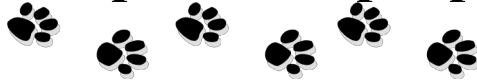


2010 Pet Fest Sponsorship Opportunities



- 🐾 Average Annual Attendance at the Minnesota Renaissance Festival is over 280,000.
- 🐾 Average Two Day Attendance for September 11 & 12 is over 30,000 People.
- 🐾 The Minnesota Renaissance Festival spends over 2 Million dollars in Advertising.
- 🐾 Over 4,000 dogs entered the Renaissance Festival gates in 2009.
- 🐾 If you would like more information on our Demographics, please let us know.

\$5,000 – Title Sponsor

- 🐾 Logo in all print advertising, where Pet Fest is mentioned.
- 🐾 Mention in all radio advertising about Pet Fest, including interviews
- 🐾 Coupon on “coupon page” (both printable online and handed out at pet gate)
- 🐾 200 tickets to the Renaissance Festival
- 🐾 Logo inclusion in the Pet Fest program
- 🐾 Opportunity to have a list of all the dogs that entered through pet gate in 2010.
- 🐾 ¼ page ad in the Pet Fest program, opportunity for bounce back coupon
- 🐾 Web banner on the Minnesota Renaissance Festival Pet Fest Web page
- 🐾 Logo on the Pet Fest Web page
- 🐾 10 invitations to the VIP Press Party
- 🐾 Logo printed in the Renaissance Festival Brochure
- 🐾 Logo featured on first page of Renaissance Festival program printed for the weekend
- 🐾 Logo and link on the Pet Fest Web page
- 🐾 Mention as sponsor at all competitions and field demonstrations.
- 🐾 Free Booth Space

\$2,500 – Stage Sponsorship

- 🐾 Title sponsor of the stage
- 🐾 50 tickets to the Renaissance Festival
- 🐾 Logo in Pet Fest program
- 🐾 Coupon on “coupon page” (both printable online and handed out at pet gate)
- 🐾 4 invitations to the VIP Press Party
- 🐾 Live announcements of sponsorship during the day
- 🐾 Logo in all print advertising about Pet Fest
- 🐾 3 X 6 sign by the Demonstration field
- 🐾 Logo and link on the Pet Fest Web page
- 🐾 Free Booth Space

\$2,500 – Demonstration Field Sponsorship

- 🐾 Title sponsor of demonstration field
- 🐾 50 tickets to the Renaissance Festival
- 🐾 Logo in Pet Fest program
- 🐾 Coupon on “coupon page” (both printable online and handed out at pet gate)
- 🐾 4 invitations to the VIP Press Party
- 🐾 Live announcements of sponsorship during the day
- 🐾 Logo in all print advertising about Pet Fest
- 🐾 3 X 6 sign by the Demonstration field

- 🐾 Logo and link on the Pet Fest Web page
- 🐾 Free Booth Space

\$1,000 – Raffle Table/Station

- 🐾 Logo on Table
- 🐾 Opportunity to hand out promotional material
- 🐾 30 tickets to the Renaissance Festival
- 🐾 Logo in Pet Fest program
- 🐾 Logo and link on the Pet Fest Web page
- 🐾 Opportunity to have a list of everyone that entered the raffle that weekend.
- 🐾 Free Booth Space

\$500 – Sign Sponsorship

- 🐾 3 X 6 sign displayed on fence surrounding Pet Fest field
- 🐾 20 tickets to the Renaissance Festival
- 🐾 Logo in the Pet Fest program
- 🐾 Logo and link on the Pet Fest Web page
- 🐾 Free Booth Space

\$250 – Competition Sponsor

- 🐾 10 tickets to the Renaissance Festival
- 🐾 Logo in the Pet Fest Program
- 🐾 Mention in program as sponsor of the competition
- 🐾 Opportunity to provide prizes for the competition
- 🐾 Opportunity to hand out promotional material at the competition

\$0 – Raffle Donations – *Donations due by August 31, 2009.*

- 🐾 Listing on Raffle Sheet
- 🐾 Listing on Web site

Other Advertising Opportunities

- 🐾 Coupon page (6 coupons total) – \$300
- 🐾 Pet Fest program ads (4 total) – \$400
- 🐾 Logo with link on the Pet Fest Web page – \$50