



Domestic Animal Services

7610 Davis Blvd. • Naples, FL 34104

Dear Business Owner:

Collier County Domestic Animal Services (DAS) will host its second annual Howl-A-Day Jubilee pet festival, on Saturday, November 17, 2007 from 2 p.m. to 7 p.m. We offer you the first opportunity for a vendor exhibit location at Howl-A-Day Jubilee.

This year, I am proud to introduce Kelly Tetzlaff as the Howl-A-Day Jubilee Volunteer Vendor Coordinator. She is working on behalf of the DAS Donation Trust Fund for the event. Howl-A-Day Jubilee is the only pet festival/fundraiser in Collier County. The event is a fundraiser for the *DAS Donation Trust Fund*, which benefits thousands of homeless animals.

Howl-A-Day Jubilee will showcase new attractions this year in addition to the shelter dog fashion show, dog agility demonstrations and pet and pet owner games. This year, owned dogs will compete in a talent competition, a fashion show and other fun activities throughout the afternoon. A large exhibit area encompassing the event will provide the opportunity for vendors to showcase their latest goods and services.

As you know, Domestic Animal Services is a public pet facility that takes in nearly 8,500 animals each year. Funds raised at Howl-A-Day Jubilee will enable DAS to pay for medical care or treatment outside the normal scope of the shelter's mission.

A Vendor Fact Sheet and Sponsorship Package are enclosed and contain all pertinent information for Howl-A-Day Jubilee, including a Booth Reservation Form to reserve your vendor spot. All donations received at the charitable event are used for the animals at your local Domestic Animal Services' Shelter and pets you yourself serve. Send your Booth Reservation Form with your **vendor fee made payable to the DAS Donation Trust Fund**:

ATTN: Howl A Day Vendor Coordinator
7610 Davis Blvd.
Naples, FL 34104

Domestic Animal Services thanks you in advance for participating. Should you have any questions, contact the Volunteer Vendor Coordinator Kelly Tetzlaff at (239) 465-9798 or DAS Public Information Coordinator Camden Smith at (239) 530-5326.

Sincerely,

Margo A. Castorena
Director
Collier County Domestic Animal Services
7610 Davis Blvd, Naples FL 34104
(239) 530-PETS (7387)
FAX (239) 530-7775



Vendor Fact Sheet

Vendor Fee: Spaces are 10' by 10' area; maximum of 20' by 10' for addtl. rental
Checks payable to: *DAS Donation Trust Fund*

Mail to: Vendor Coordinator
7610 Davis Blvd.
Naples, FL 34104

Vendor fees and sign ups must be received by Tuesday, Oct. 30, 2007

Location: Veterans Community Park
1895 Veterans Park Dr. (Off Immokalee Road)
Naples, FL 34110-0492
Event will be held on Field # 3
(Over head field lights will be on)

Date: Saturday, November 17th

Event Time: Event runs 2 p.m.-7 p.m.

Set up Times: 10 a.m. - 1 p.m. – MUST BE COMPLETED BY 1 p.m.
Vendors will have designated locations on Field #3
No tents provided, but personal tents allowed.

**** One 10' by 10' area includes an 8' banquet table and two chairs. *No Electricity provided.* If you must have power, please bring battery powered equipment or your own generators (must notify DAS of generators at time of sign up)

Parking: Vendors receive a parking pass
Cars may not enter or be moved between 1 p.m. and 7 p.m.

Contacts: Domestic Animal Services Volunteer Vendor Coordinator Kelly Tetzlaff (239) 465-9798 or at kellygtetzlaff@comcast.net or Camden Smith the DAS PIO at (239) 530-5326.



BOOTH RESERVATION FORM

Saturday, November 17, 2007 2 p.m. – 7 p.m.*

***All booths must be fully set up by 1 p.m.!**

VETERANS COMMUNITY

1895 Veterans Park Drive, Naples, FL 34110

Please fill out and mail to: Jubilee Vendor Coordinator, Domestic Animal Services,
7610 Davis Blvd. in Naples, FL 34104

Name of Business: _____

Contact Person: _____ Phone: _____ Fax: _____

Email for Vendor notifications: _____

Mailing Address: _____

City/State/Zip: _____

Who will be staffing your booth? (Names/Titles):

Description of items that will be sold or given out during the event:

What will you donate (**required**) for the fundraiser raffle? (basket of goods or one high-end item is required in order to accommodate fundraising efforts)

MY VENDOR FEE:

10 foot by 10 foot vendor area cost of \$100 X _____ (quantity)= _____ Vendor Fee

Once you arrive to set up for the event, you will check in with Laurie Johnson or Jeanine McPherson, who may be reached at 566-2367. They are Veterans Park supervisors.

Vendors must set up on Saturday, Nov. 17 between 10 a.m. and 1 p.m.

It is MANDATORY that all booths are staffed from 2 p.m. to 7 p.m. the day of the event.

If you have questions, please call Kelly Tetzlaff at (239) 465-9798.

How-A-Day Jubilee



WHO? Collier County Domestic Animal Services
Collier County Parks & Recreation

WHEN? Saturday, November 17, 2007
2 p.m.-7 p.m.

WHERE? Veterans Community Park
1895 Veterans Parks Dr.
Naples, Florida
Off I-75 Exit 111
(Immokalee Road Exit)

THEME? Early holiday
pet appreciation

PAST VENDORS

Starbucks Coffee, Arbonne Cosmetics, Korbie's Den, Naples Dog Magazine, Ruff-N-It Doggie Daycare, Pet Cremations, Groomingdales, Dudley's Dog Bakery, Pet Grooming & More, Pooch Press, Flashy Furs, Healing Paws-Abilities & More!

T Howl-A-Day Jubilee

Event activities include:

Shelter Dog Showcase (2:30 p.m. and 5 p.m.)

Pet & Pet Owner Look-a-Like Contest

Pet Photos by professional photographer



Dog Agility Demonstrations throughout event

More than 35 vendors with pet goods for sale

Pet & Pet Owner Games (prizes awarded)

Pet Psychic - What are pets thinking about us?

Raffles for high-end pet items donated by vendors/sponsors

Pet water stations

Concessions for sale

Jubilee

Howt-A-Day



All donations are tax deductible to the DAS Donation Trust Fund.

EVENT SPONSORSHIPS

Bronze Sponsor Donations

 Fashion show runway (TAKEN) FUNDS NEEDED: \$580

 Event Program Printing (TAKEN ALREADY) FUNDS NEEDED: \$640

(Printer will match \$400)

Bronze Sponsors Get: Logo on Jubilee Flyer at bottom (35,000 flyers sent home with children at Collier County public schools), Event Program listing and logo in North Naples Journal Ad - a \$1,500 value

Silver Sponsor


 Event 43 (8') tables/300 chairs rental fee FUNDS NEEDED: \$870

 Pet Bandanas for giveaways (Qty 500) FUNDS NEEDED: \$970

Silver Sponsors Get: Bronze Package PLUS logo in Parent-Child Magazine Ad
A \$2,200 VALUE: \$1,000 in FLYERS and \$700 of PRINT ADS

Gold Sponsor

 Event Banners Size 4 by 8 (TAKEN) FUNDS NEEDED: \$1,200

 Event Totes (Qty 700) FUNDS NEEDED: \$2190

Gold Sponsors Get: Silver Package PLUS mentioned as sponsor in ALL radio ads
A \$6,400 VALUE: \$1,700 Silver Package (above) & \$3880 in Radio Ads

Platinum Sponsor

 Tent rentals for vendors & raffles (40 tents) FUNDS NEEDED: \$5,000

Platinum Sponsors Get: Gold incentives PLUS booth at event and logo in
Naples Daily News Ad (\$1,200 value) for a total of A \$7,700 VALUE

SPONSORS MAY INCREASE THEIR DONATION LEVEL WITH CASH DONATIONS

I WANT TO BE A SPONSOR

Talk with your wholesalers and friends who own businesses about becoming a Corporate Sponsor for the event if you wish to help further.

Registration Form

This is a form for sponsorship NOT vending or sales at the event.

Name of Business: _____

Address: _____

Phone: _____

Email: _____

Contact Person: _____

Sponsor Level (choose one):

Bronze Sponsor Silver Sponsor Gold Sponsor Platinum Sponsor

If you are a Platinum Sponsor check if you wish to have a booth at the Howl-A-Day Jubilee Event on Nov. 17, 2007.

Items/funds you are donating (be specific and advise if pick up is necessary):

Booths for sponsors and vendors alike will be assigned prior to the event.

Send this registration form by mail to and check payable to DAS Donation Trust Fund:
Domestic Animal Services Donations Coordinator
7610 Davis Blvd.
Naples, FL 34104

I hereby certify, as a sponsor, the items and funds listed above will be donated and delivered to the DAS Donation Trust Fund 60 days prior to the event (Sept. 17, 2007).

(Signature) _____ (Date) _____