

#### **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 <u>DAS Donation Trust Fund</u>:** 

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 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 17<sup>th</sup>

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

Set up 10 a.m. - 1 p.m. – MUST BE COMPLETED BY 1 p.m.

**Times:** 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

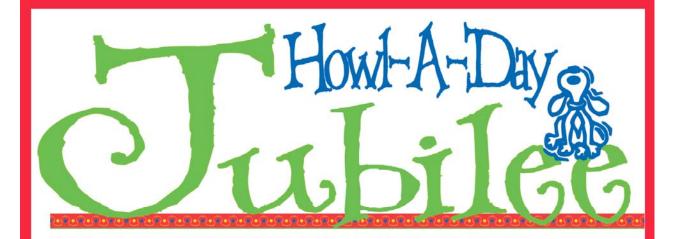
Please fill out and mail to: Jubilee Vendor Coordinator, Domestic Animal Services, 7610 Davis Blvd. in Naples, FL 34104

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
Contact Person: Phone: Fax: Email for Vendor notifications:  Mailing Address:  City/State/Zip:  Who will be staffing your booth? (Names/Titles):	· -			one high-end item
Contact Person: Phone: Fax: Email for Vendor notifications:  Mailing Address:  City/State/Zip:	Description of items that will be	sold or given out du	ring the event:	
Contact Person: Phone: Fax: Email for Vendor notifications: Mailing Address:	Who will be staffing your booth	? (Names/Titles):		
Contact Person: Phone: Fax: Email for Vendor notifications:	City/State/Zip:			
Contact Person: Phone: Fax:	Mailing Address:			
Turne of Business.				
Name of Business:	Name of Business:			

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.



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

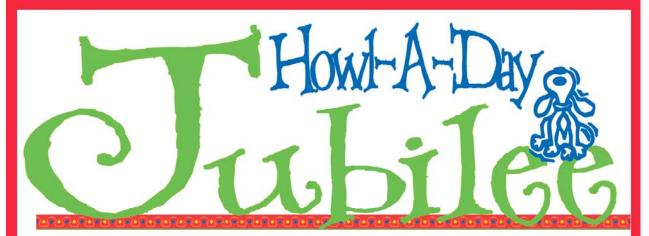
Off I-75 Exit 111

(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!



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

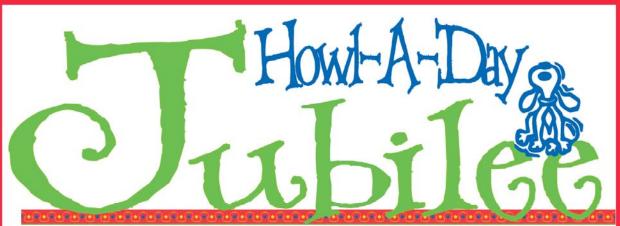
Pet & Pet Onwer Games (prizes awarded)

Pet Psychic - What are pets thinking about us?

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

Pet water stations

Concessions for sale



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

#### EVENT SPONSORSHIPS

### Bronze Sponsor Donations

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

Bevent 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

### <u>Silver Sponsor</u>

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

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

#### <u>Platinum Sponsor</u>

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

<u>Platinum Sponsors Get</u>: 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:	
Phone:	
Email:	
Contact Person:	
Sponsor Level (choose one):	
Bronze Sponsor Silver Sponsor	Gold Sponsor Platinum Sponsor
If you are a Platinum Sponsor check in Jubilee Event on Nov. 17, 2007.	if you wish to have a booth at the Howl-A-Day
Items/funds you are donating (be spec	ific and advise if pick up is necessary):
Booths for sponsors and vendor	rs alike will be assigned prior to the event.
,	check payable to DAS Donation Trust Fund:
· · · · · · · · · · · · · · · · · · ·	and funds listed above will be donated and life for the event (Sept. 17, 2007).
(Signature)	(Date)