

# WoofStock

## SPONSOR INFORMATION

**WoofStock** is BACK! And this year we are thrilled to invite you to become a sponsor of our 11th WoofStock, where you can make a difference and support the Fayetteville Animal Protection Society (FAPS) in our mission to rescue cats and dogs in our community. **WoofStock** takes place on Friday, October 4th, 2024, at Cape Fear Botanical Garden, and we offer many different levels of sponsorship with monthly plans available.

North Carolina is third in the number of animals euthanized (behind only CA & TX), and by supporting **WoofStock**, you can help us raise awareness and work towards reducing this number.

### Why Sponsor?

**Prominent visibility:** Your business name and logo will be prominently featured on event posters, the FAPS website, social media pages, invitations, and all printed media, ensuring broad exposure to our engaged audience.

**Extensive reach:** Sponsor recognition will be sent to over 5,000 households in our community, maximizing your brand's visibility and impact.

**Social media exposure:** Our **WoofStock** 2023 Facebook event reached over 100,000 people, offering a fantastic opportunity to showcase your support to a large and enthusiastic online audience.

**Event tickets:** As a sponsor, you will receive tickets to attend **WoofStock** 2024, allowing you to join in the festivities and experience the magic firsthand.

**sWag sponsorships:** Take advantage of popular and limited sWag sponsorships, which offer unique branding opportunities. Secure your spot early to ensure maximum exposure for your business.

**Silent auction donations:** If you prefer to contribute a silent auction item, basket, or gift card, please reach out to Jackie at jackie@faps.pet.org. We can work together to create a memorable auction experience and showcase your generosity.

**WoofStock's** proceeds help FAPS spay/neuter, vaccinate, and microchip each pet and provide their food, shelter, and veterinary care while they are with us. FAPS receives no government funding and relies solely on donations and fundraisers to operate, making your contribution critical to our success.



### Questions?

Reach out to Jackie at jackie@faps.pet.org or (910)864-2077



**WOOFSTOCK OCTOBER 4, 2024 Sponsorship Form - Please mail to FAPS - PO Box 58195 - Fayetteville, NC 28305**

Headliner \$ \_\_\_\_\_  Superstar \$ \_\_\_\_\_  Rockstar \$ \_\_\_\_\_  Roadie \$ \_\_\_\_\_  Groupie \$ \_\_\_\_\_

sWAG \$ \_\_\_\_\_ & list item \_\_\_\_\_  Table Sponsor \$ \_\_\_\_\_  sWAG Bag stuffer \$ \_\_\_\_\_

**MONTHLY PAYMENT PLANS** are available for sponsorships (excluding sWAG). Contact Jackie Peery at 910.864.2077 or Jackie@faps.pet.org

Name (as you would like it to appear in advertising) \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

**TICKETS WILL BE MAILED TO THE ADDRESS YOU HAVE SUPPLIED ABOVE.**

I am paying by check enclosed. Please make payable to FAPS or Fayetteville Animal Protection Society.

I am paying by PayPal via [www.FAPSPet.org/woofstock](http://www.FAPSPet.org/woofstock)

I am paying by credit card  Visa  MasterCard  Discover  American Express

Card # \_\_\_\_\_ Expiration \_\_\_\_/\_\_\_\_ Security Code \_\_\_\_\_ (3 digits on back)

Name on Card \_\_\_\_\_ Phone # \_\_\_\_\_

Billing Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

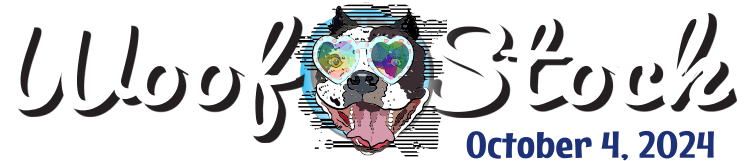
Sponsor Signature \_\_\_\_\_

**HEADLINER, SUPERSTAR, ROCKSTAR AND SWAG SPONSORS, EMAIL YOUR LOGO to jackie@faps.pet.org**

I'll miss WoofStock, but I'd like to make a donation of \$ \_\_\_\_\_. My check's enclosed or use my credit card information above.



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SPONSORSHIP BENEFITS	HEADLINER \$10,000	SUPERSTAR \$5,000	ROCKSTAR \$2,500	ROADIE \$1,000	GROUPIE \$500	SWAG
ADMISSION TICKETS	12 VIP	6 VIP	4 VIP	4	2	2
BARKING PASSES	8	4	2			
VIP TABLES	2	1				

PRE-EVENT RECOGNITION	HEADLINER \$10,000	SUPERSTAR \$5,000	ROCKSTAR \$2,500	ROADIE \$1,000	GROUPIE \$500	SWAG
Social Media Promotion	●	●	●	●	●	
Website Presence	●	●	●	●	●	
Name a FAPS Pet	●	●	●	●	●	
Email Blasts	●	●	●	●	●	
Press Release	●	●				
Event Flyer/Invites/Posters	LOGO	LOGO	LOGO	NAME	NAME	

ON-SITE RECOGNITION	HEADLINER \$10,000	SUPERSTAR \$5,000	ROCKSTAR \$2,500	ROADIE \$1,000	GROUPIE \$500	SWAG
Event Signage	●	●	●	●	●	
sWag Stuffer	●	●	●	●	●	
Recognition in Program	●	●	●	●	●	
Outdoor Signage	●	●	●	●	●	
Logo on T-Shirt	●	●	●	●	●	
Logo on Raffle Ticket	●	●	●	●	●	
Live Recognition at Woofstock	●	●	●	●	●	
Logo on Admission Ticket	●	●	●	●	●	
Logo on sWag Item	●	●	●	●	●	

POST EVENT RECOGNITION	HEADLINER \$10,000	SUPERSTAR \$5,000	ROCKSTAR \$2,500	ROADIE \$1,000	GROUPIE \$500	SWAG
Newsletter	●	●	●	●	●	●
Email Blast	●	●	●	●	●	●
Social Media Mentions	●	●	●	●	●	●
Making a Lifesaving Donation	✓	✓	✓	✓	✓	✓

## Silent Auction Donation

Donate a basket, gift card, experience, or other item to WoofStock's silent auction and receive recognition on the auction website.

## VIP Table \$2,000

Experience WoofStock like a VIP with a dedicated table in the VIP lounge and 8 VIP tickets, each with an entry to the Mega Bar raffle and a WoofStock T-shirt in your VIP sWag bag.

## sWAG Bag Stuffer \$250

Literature only. Get your brand seen by animal lovers at WoofStock!

Your brochure, flyer or business card stuffed into each sWag bag to be taken home by attendees. You must provide the 500 printed pieces to be stuffed.

[www.FAPSpet.org/woofstock](http://www.FAPSpet.org/woofstock)  
910-864-2077

As a **sWAG Sponsor**, you can showcase your brand by sending us your logo and choosing an item to sponsor which will be given out to event attendees, all while supporting our cause with your monetary contribution. Join us as a sWag sponsor while promoting your business to a passionate audience of pet lovers.

- sWag Bags..... \$2,500
- Mood Cups..... \$2,000
- VIP Mood Steins ..... \$2,000
- Poop Bag Dispenser ..... \$2,000
- Bottle Koozies ..... \$1,500
- Chip Clips ..... \$1,500
- Bandanas ..... \$1,500
- Tennis Balls ..... \$1,500
- Mini Lint Rollers ..... \$1,500
- Sunglasses ..... \$1,500
- Food Lids..... \$1,000
- Leashes..... \$1,000
- Pet Food Scoop..... \$1,000
- Spring Tube Cat Toy ..... \$1,000
- Catnip Seed Packet..... \$1,000
- Bar Napkins..... \$750
- Wristbands..... \$750
- Lip Balm ..... \$750
- Pens ..... \$750
- Emergency Stickers ..... \$750

### Additional sponsorship opportunities:

- Dessert Bar Sponsor ..... \$1,000
- DIY Jewelry Sponsor ..... \$500
- Coffee Bar Sponsor..... \$500
- Catnip Pottery Sponsor.... \$500

Some sWAG items may already be TAKEN!  
PLEASE VISIT

[www.FAPSpet.org/woofstock](http://www.FAPSpet.org/woofstock)  
CALL 910-864-2077

for current sWAG item availability.