



Heather Cole  
 PO Box 41  
 Smyrna, TN 37167  
[info@barksprings.com](mailto:info@barksprings.com)



Kay Arnold  
 Smyrna Parks & Recreation  
 100 Sam Ridley Pkwy E.  
 Smyrna, TN 37167  
 Ph: 615-459-9742, ext. 2608  
[kay.arnold@townofsmyrna.org](mailto:kay.arnold@townofsmyrna.org)

**BARK SPRINGS PUP RALLY**  
**2011 Smyrna Canine Festival, May 21, 2011**  
 Bark Springs @ Sharp Springs Natural Area, 10am – 3pm  
**SPONSOR & VENDOR LEVELS**

**LEADER OF THE PACK** – Title Sponsor \$500 (limit 1)

**Pre-Event Promotion/Advertising/Publicity**

Name/logo appears as the title sponsor on:

- Event brochures distributed to pet suppliers, dog service providers, restaurants and other outlets
- Posters distributed throughout Smyrna
- Face Book event page
- Website event page

Logo featured on:

- Event ad in the Smyrna Parks & Recreation monthly newsletters
- Event banners promoting the event

Company name included in press releases

**Day of Event Exposure**

Name/logo appears as the title sponsor on:

- Event t-shirts for sale to event attendees, and worn by all event personnel
- Schedule of Events given to all attendees

Opportunity to insert sample/promotional materials in Festival Doggie Bags

(Two) 10' x 10' sponsor exhibit spaces (together or separate locations)

Sponsor provided banners around event site

Present stage demonstration / promotion during event (sponsor to provide any prizes)

Acknowledgement and appreciation by event MC throughout the Festival

Company receives 4 event t-shirts

**Post-Event Exposure**

Recognition in follow up articles in Smyrna Park and Recreation newsletter and local newspapers

## **BEST IN SHOW – Promotion / Contest Presenting Sponsor \$250**

### **Pre-Event Promotion/Advertising/Publicity**

Logo appears as sponsor on:

- Event brochures distributed to pet suppliers, dog service providers, restaurants and other outlets
- Posters distributed throughout Smyrna
- Face Book event page
- Website event page
- Event ad in the Smyrna Parks & Recreation newsletters
- Event banners promoting the event

### **Day of Event Exposure**

Logo appears as sponsor on event t-shirts for sale to event attendees, and worn by all event personnel

Company name/logo will be listed in the Schedule of Events gives to all attendees

Opportunity to insert sample/promotional materials in Festival Doggie Bags

(One) 10' x 10' sponsor exhibit space

Presenting sponsor stage promotion during event (sponsor to provide prize / gift)

- Considerations
  - Contests
  - Games
  - Clinic
  - Demonstrations
  - Ask the Expert

Acknowledgment and appreciation by event MC

Company receives 2 event t-shirts

### **Post-Event Exposure**

Recognition in follow up articles in Smyrna Park and Recreation newsletter and local newspapers

## **PICK OF THE LITTER – Event Sponsor \$150**

### **Pre-Event Promotion/Advertising/Publicity**

Logo appears as sponsor on:

- Event brochures distributed to pet suppliers, dog service providers, restaurants and other outlets
- Posters distributed throughout Smyrna
- Face Book event page
- Website event page

### **Day of Event Exposure**

Company name/logo will be listed in the Schedule of Events gives to all attendees

Opportunity to insert sample/promotional materials in Festival Doggie Bags

(One) 10' x 10' sponsor exhibit space

Company receives 2 event t-shirts

## **DOG PACK – Event Vendor \$45**

Company name will be listed on the Website and Face Book event page

Company name will be listed in the Schedule of Events given to all attendees

(One) 10' x 10" sponsor exhibit space

Company receives 2 event t-shirts

## **ADDITIONAL EXHIBIT SPACE – \$45**

Reserve an additional 10' x 10' exhibit space

## **BUDDIES - RESCUE/ADOPTION ORGANIZATIONS**

Note: Rescue/Adoption organizations that are non-profit will be provided a complimentary 10' x 10' booth space after submitting a copy of their 501(c)3 certification

**Please Note:**

- You must provide you own setup (tables, chairs, canopy, waste container)
- Space is ground (grass area)
- Electricity is not available

If you have other sponsorship ideas, we would be happy to work out the details with you. For further questions regarding becoming a sponsor or vendor at **BARK SPRINGS PUP RALLY**, please contact Heather Cole at [info@barksprings.com](mailto:info@barksprings.com) or Kay Arnold at 615-459-9742, ext. 2608 or email [kay.arnold@townofsmyrna.org](mailto:kay.arnold@townofsmyrna.org)

**Application deadline and fees:**

<b>Level of Participation</b>	<b>Registration due by April 30, 2011</b>
Leader of the Pack Sponsor	\$500
Best in Show Sponsor	\$250
Pick of the Litter Sponsor	\$150
Dog Pack Vendor	\$45
Additional Exhibit Space	\$45
Rescue/Adoption Organization	\$0
<b>Late Registration after April 30, 2011</b>	
Dog Pack Vendor	\$60
Additional Exhibit Space	\$60

**Make checks payable to FRIENDS OF BARK SPRINGS.** You will receive a confirmation letter notifying you of participation status, cancellation policy, logo deadline, event day logistics and prize/doggie bag items drop-off information.

**Please fill out the Exhibitor Application, and mail with appropriate fee to:**

Smyrna Parks and Recreation  
Attn: Kay Arnold  
100 Sam Ridley Pkwy East  
Smyrna, TN 37167

**Thank you! We look forward to wagging tails with you this year!**



Heather Cole  
 PO Box 41  
 Smyrna, TN 37167  
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# BARK SPRINGS PUP RALLY

2011 Smyrna Canine Festival,  
 May 21, 2011 (10am-3pm)  
 Bark Springs @ Sharp Springs Natural Area  
**EXHIBITOR APPLICATION**



Kay Arnold  
 Smyrna Parks & Recreation  
 100 Sam Ridley Pkwy E.  
 Smyrna, TN 37167  
 Ph: 615-459-9742, ext. 2608  
[kay.arnold@townofsmyrna.org](mailto:kay.arnold@townofsmyrna.org)

Name \_\_\_\_\_

Organization/Business \_\_\_\_\_

Mailing Address \_\_\_\_\_

Phone \_\_\_\_\_ Cell Phone \_\_\_\_\_

E-mail Address \_\_\_\_\_ Website Address \_\_\_\_\_

Please  appropriate box for your level of participation:

<input type="checkbox"/> LEADER OF THE PACK	<input type="checkbox"/> BEST IN SHOW
<input type="checkbox"/> PICK OF THE LITTER	<input type="checkbox"/> DOG PACK VENDOR
<input type="checkbox"/> Additional Exhibit Space (10' x 10')	<input type="checkbox"/> RESCUE/ADOPTION ORGANIZATION

**PRODUCTS & SERVICES:**  
 Please list the products or services that you will be promoting, selling, or giving away. **Exhibitors will be granted a permit to sell only what is listed here.** (Attach additional sheets if necessary)

Can you donate a prize or prizes for contests throughout event? List prizes: \_\_\_\_\_

**MEDIA RELEASE / HOLD HARMLESS / INDEMNIFICATION**

I hereby give permission in perpetuity to the Town of Smyrna, its officials, employees, agents and assigns to use the company name and photographic likeness of representatives in all forms and media for advertising and any other promotional purposes. The Town of Smyrna logo is the sole property of the Town and may not be used without actual consent of the Town.

Applicant shall defend, indemnify and hold the Town, its officers, officials, employees and volunteers harmless from any and all claims, injuries, damages, losses or suits including attorney fees, arising out of or resulting from the acts, errors or omissions of the Applicant in the performance of this Agreement. The Town of Smyrna assumes no responsibility for accidents to any person, property or loss of damages by theft, fire, water, wind, storm or acts of third party or for any other causes; and all concessionaires, exhibitors and their agents agree to abide by all rules and regulations of the Town of Smyrna Parks and to indemnify the Town of Smyrna and its directors, officers, employees, and volunteers thereto.

\_\_\_\_\_  
 Applicant Name – PRINT

\_\_\_\_\_  
 Date

\_\_\_\_\_  
 Signature