

# 2009 Bay Area Renaissance Festival at MOSI

*The Bay Area Renaissance Festival!*  
*Weekends February 21st – April 5th, 2009 and Friday, March 20<sup>th</sup>*



The Second Annual Petco Pet Festival  
March 7 and 8, 2009

Don't miss out on this opportunity!

Every year we look to improve the quality of the Festival by providing our patrons with unique opportunities. In turn, this allows us to provide great opportunities to people such as yourself!

For the second time we are opening our gates to pet stores, organizations, and charities across the Bay Area. The Second Annual Pet Festival will be an opportunity for Renaissance Festival patrons to experience a festival within the Festival, hence providing exhibitors the opportunity to spread knowledge about their organization to pet owners.

As an exhibitor at the Pet Festival you will receive the following:

- 🐾 Four FREE admissions into the Renaissance Festival both Saturday and Sunday
- 🐾 A 10 x 10 display area in our Special Events Field
- 🐾 Opportunity to promote yourself or organization

The registration form and more information are available online at [www.renaissancefest.com](http://www.renaissancefest.com). Please feel free to contact me with questions. Registration will be due February 2, 2009.

Thank you,

Cammi Kennedy  
Marketing Coordinator  
Mid-America Festivals  
1-800-966-8215 Ext. 223  
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[www.renaissancefest.com](http://www.renaissancefest.com)

# 2009 Bay Area Renaissance Festival

at MOSI



## *Pet Fest*

The Second Annual Pet Festival Fact Sheet  
March 7 & 8, 2009

Thank you for your interest in the Second Annual Pet Festival at the Bay Area Renaissance Festival! Below are some bulleted points of interest. A Renaissance Festival Pet exhibitor package will be sent once registration has been turned in.

- 🐾 The Festival will take place from 10am – 6pm in the Special Events Field.
- 🐾 A discount coupon will be made available for family, friends, and club members.
- 🐾 Exhibits are required to be set up no later than 9:30 am on both Saturday and Sunday.
- 🐾 Exhibitors will receive a 10 x 10 space. All displays should stay within the area. Larger displays require prior approval. (Please indicate on registration form if larger space is needed.)
- 🐾 Pop-up tent required. If there are any problems, please contact us.
- 🐾 Tables, chairs and decorations, including table skirt or cloth, need to be provided by exhibitor. *\*\*Table rental is available for a fee of \$25 per table. Please indicate on registration form if you will need to rent a table, or contact me no later than February 2, 2009.*
- 🐾 Renaissance costumes are strongly encouraged, but not required.
- 🐾 Additional opportunities to highlight your organization are available through sponsorships, seminars, and demonstration opportunities. Opportunities are limited and are on a first-come-first-serve basis.
- 🐾 Cross promotion of the event is greatly appreciated in order to optimize the partnership.

# *2009 Petco Pet Fest Sponsorship Opportunities*



## **\$0 – Raffle Donations**

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

## **\$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

## **\$500 – Sign Sponsorship**

- 🐾 3 X 6 sign displayed on fence surrounding Pet Fest field (sign provided by sponsor)
- 🐾 20 tickets to the Renaissance Festival
- 🐾 Logo in the Pet Fest program
- 🐾 Logo and link on the Pet Fest Web page

## **\$500 – 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

## **\$1,000 – 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 (sign provided by sponsor)
- 🐾 Logo and link on the Pet Fest Web page

- more -

## **\$2,000 – 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 (sign provided by sponsor)
- 🐾 Logo and link on the Pet Fest Web page

**\$5,000 – Title Sponsor – *Sponsored by Petco***

- 🐾 Logo in all Pet Fest printing
- 🐾 Mention in all radio advertising about Pet Fest, including interviews
- 🐾 Coupon on “coupon page” (both printable online and handed out at pet gate)
- 🐾 100 tickets to the Renaissance Festival
- 🐾 Logo inclusion in the Pet Fest program
- 🐾 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 “A Silk Road: Discover the Riches” Web page
- 🐾 10 invitations to the VIP Press Party
- 🐾 Logo printed in the Renaissance Festival program
- 🐾 Logo featured on first page of Renaissance Festival program printed for the first weekend
- 🐾 Logo and link on the Pet Fest Web page

**Advertising Opportunities**

- 🐾 Coupon page (6 coupons total) – \$200
- 🐾 Pet Fest program ads (4 total) – \$100
- 🐾 Logo with link on the Pet Fest Web page – \$50

**2009 Bay Area Renaissance Festival**  
**Petco Pet Festival Registration Form**  
March 7 & 8, 2009

Please complete the form below and mail to 1244 Canterbury Rd Suite 306 Shakopee, MN 55379. Attention: Pet Festival. Forms may also be received via e-mail to Cammi Kennedy at [ckennedy@renaissancefest.com](mailto:ckennedy@renaissancefest.com) or fax 952-445-7380. Form due by February 2, 2009.

**Contact Information**

Contact Name: \_\_\_\_\_

Organization name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell Phone #: \_\_\_\_\_

E-Mail address: \_\_\_\_\_

Alternate Contact: \_\_\_\_\_

Alternate Contact Phone #: \_\_\_\_\_ Cell: \_\_\_\_\_

**Exhibit Information**

Type of Pets or Pet Products Exhibiting:

 \_\_\_\_\_

Will need to rent a table: \_\_\_\_\_

Will need a larger space: \_\_\_\_\_

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Date