



Proceeds benefit:



**People for Animal Welfare
in El Dorado County**

**Jim Crosthwaite
(916) 768-9781**

jim@firststepsportsmarketing.com

4/20/2009

Potential Vendors,

We would like to invite you to operate a booth at our inaugural Woofstock event on Sunday, October 4, from 8 a.m. to 1 p.m. at El Dorado Hills Community Park

This event combines the former PAWED Furry Friends Walk and the El Dorado Hills Community Services District Bark in Community Park, which have been held for the past six years and attracted over 1,500 participants in 2008. All potential vendors must be for dog related products or services and approved by FSSMG. FSSMG reserves the right to deny the application of any vendor due to space limitations or product/service provided. We have an exciting day of family and dog fun activities planned and all proceeds from the event will benefit People for Animal Welfare in El Dorado County (PAWED).

Marketing is being done through a number of local media outlets, with Television, Web, Radio and Print. We are expecting a crowd of approximately 2,000 people for the event.

Please join us for a fun-filled day for dogs and their people. Please complete the enclosed Vendor Application form or download it from our website at www.woofstocknorcal.com. All vendors are subject to approval. If you have any questions on the enclosed vendor application, contact Jim Crosthwaite, at (916) 768-9781, or email at jim@firststepsportsmarketing.com. If you are interested, there is also another Woofstock event in Placer County on Sunday, September 13 and the proceeds from that event will benefit various rescue groups.

In addition, if you are interested in sponsoring the event, you can contact Jim Crosthwaite, at (916) 768-9781, or email at jim@firststepsportsmarketing.com. The Sponsorship Application is also available to be downloaded on the website.

Thank You for your consideration.

**Jim Crosthwaite
Woofstock 2009
Vendor Chairman**



P.O. Box 1896 • Loomis • California • 95650

Jim 916-768-9781 Fax 916-644-8099

www.firststepsportsmarketing.com



2009 VENDOR APPLICATION FORM

All vendors must be for dog-related products or services and approved by Woofstock organizers. Organizers reserve the right to deny the application of any vendor. Duplication of Commercial/Retail Services will be discouraged. Booths will be reserved on a first-come, first-served basis. All booths are 10'x10' and will include a 6' table and two chairs. Electricity not available for all locations, so please request if you need. Community Non Profit groups will be encouraged to run an activity that is family and pet oriented, and preference will be given to those who have such an activity. Mascots and Characters are also encouraged. Vendors are encouraged to have giveaways ready to distribute and should plan on having at least 1000 giveaways. If you have any questions, please contact Jim Crosthwaite at (916) 768-9781, or jim@firststepsportsmarketing.com. Deadline for returning this form is **August 30, 2009**, but space allocation for some vendor types may fill before that. Our website is: www.woofstocknorcal.com.

Name of Organization/Business _____ (Check One Below)

Commercial (\$150) _____ Community Non-Profit (\$50) _____

Rescue Row (specifically for Canine rescue Groups, space limited, first-come, first serve. Potential participants must provide a 501 (c) (3) IRS determination letter in order to be considered (No Charge - Sponsor TBA) _____

Contact Person _____

Address _____ City _____ Zip _____

Day Phone _____ Alt. Phone _____

Fax _____ email _____

Website _____

Special needs _____

Description of Booth, including any giveaways or activities _____

Return this form to: FirstStep Sports Marketing, P .O. Box 1896, Loomis, CA 95650

Make checks payable to: FSSMG.

You can also pay online at: www.woofstocknorcal.com