



Proceeds benefit:

Five Recognized Canine Rescue Groups will be chosen as benefactors for this year's event. If you would like to have your organization considered, please contact:

Jim Crosthwaite

(916) 768-9781

jim@firststepsportsmarketing.com

4/12/2010

Potential Vendors,

We would like to invite you to operate a booth at our third Woofstock Celebration on Sunday, August 29 at Johnson-Springview Park in Rocklin. All proceeds from the event will benefit four accredited Canine Rescue Groups. We have an exciting day of family and pet fun planned and the estimated attendance last year was over 6,000 people. Our website is www.woofstocknorcal.com. You can also download forms there.

Marketing is being done through a number of local media outlets, with Television, Radio and Print, along with an ad in the Rocklin Community Services Fall Brochure. We are expecting a crowd of app. 7,000 people for the event.

Please join us for a fun-filled day at this annual event. We are also offering you a chance to be part of the festivities if you have any unique activities you would like to offer that may also involve your business, we are open to suggestions for anything the crowd might enjoy. 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 in **sponsoring** the event, you can contact Jim Crosthwaite, at (916) 768-9781, or email at jim@firststepsportsmarketing.com. The sponsor form is also available to be downloaded on the website.

Thank You for your consideration.

Jim Crosthwaite
Woofstock 2010
Vendor Chairman



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

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

www.firststepsportsmarketing.com



2010 VENDOR APPLICATION FORM

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 July 30, 2010, but some areas may fill before that. Our website is: www.woofstocknorcal.com.

Name of Organization/Business _____ (Check One Below)

Commercial (\$95) _____ Community Non-Profit (\$35) _____

Rescue Row (specifically for Canine rescue Groups, space limited, first-come, first serve (No Charge - Sponsored by the Laursen Family in recognition of work for Greyhound Friends for Life) _____

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