

PetOberfest

2017 Stonebridge at Potomac Town Center PetOberfest Sponsorship Application & Agreement Application Deadline: August 18, 2017

Please print or type all information clearly.

Name: _____

Business/Organization Name: _____

Business Address: _____

City: _____ State: _____ Zip: _____

Business Phone: _____ Fax: _____

Cell Phone: _____ Email: _____

Website: _____

Description of your business: _____

What type of sponsorship would you like? (Check One)

____ Leader of the Pack Sponsor \$2,500, (3) available, reserved on first come, first serve basis

____ Friends of Fido Sponsor \$1,500, (3) available, reserved on first come, first serve basis

____ Cool Cat Sponsor \$500, (3) available, reserved on first come, first serve basis

If application for sponsorship commitment is received after Friday, August 19th, sponsorship benefits may be revised due to advertising deadlines.



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2017 Sponsorship Benefits

Leader of the Pack Presenting Sponsor : Cost: \$2,500, Value: \$15,000

(Deadline to be included in radio, television and outdoor advertising is Friday, August 19th.)

- Exclusivity as the only presenting sponsor within your business category
- A 10' x 30' exhibit space in a prime location at the event
- Opportunity to have a marketing team on-site to distribute marketing materials for the duration of the event
- Listing as a presenting sponsor in event press release that will be distributed to all major media outlets
- Sponsor recognition in radio or television advertising airing throughout the promotional period
- Prominent logo placement and listing as a presenting sponsor in print advertisements
- Prominent logo placement and listing as a presenting sponsor on outdoor signage displayed in highly visible locations at Stonebridge at Potomac Town Center
- Prominent logo placement and listing as a presenting sponsor in the event schedule of activities
- Prominent logo placement, listing and link as a presenting sponsor on facebook page
- Prominent logo placement, listing and link as a presenting sponsor on the PetOberfest website (sptcpetoberfest.com)

Friends of Fido Sponsor: Cost: \$1,500; Value: \$5,000

- A 10' x 10' exhibit space in a prime location at the event
- Opportunity to have a marketing team on-site to distribute marketing materials for the duration of the event
- Prominent logo placement and listing as an event sponsor in print advertisements
- Prominent logo placement and listing as an event sponsor in the event schedule of activities
- Prominent logo placement, listing and link as an event sponsor on facebook page
- Prominent logo placement, listing and link as an event on the PetOberfest website (sptcpetoberfest.com)

Cool Cat Sponsor: Cost: \$500, Value: \$2,000

- A 10' x 10' exhibit space in a prime location at the event
- Opportunity to have a marketing team on-site to distribute marketing materials for the duration of the event
- Prominent logo placement and listing as an event sponsor in the event schedule of activities
- Prominent logo placement, listing and link as an event sponsor on Stonebridge facebook page
- Prominent logo placement, listing and link as an event sponsor on the PetOberfest website (sptcpetoberfest.com)



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2017 Stonebridge at Potomac Town Center PetOberfest Policies & Procedures

- Notice of cancelation of participation in the event must be received by Monday, October 3rd in order to have the application fee refunded to your business. If notice of cancelation is received after Monday, October 3rd, the application fee will be forfeited by the participating business and applied to costs incurred by event management.
- Participating exhibitors will receive:
 - Opportunity to display and sell products
 - Tented exhibit space with (2) covered tables and (2) chairs
 - Exhibit signage & listing in event program
- Exhibit spaces are assigned based on the discretion of the event management.
- All exhibitors selling items must collect and pay Virginia sales tax on all items sold.
- Exhibitors must provide a certificate of insurance with the information listed below:

Certificate Holder:

JBG/Woodbridge Retail, LLC
c/o JBG/Retail Management, LLC
4445 Willard Avenue, Suite 400
Chevy Chase, MD 20815

Additional Insured:

JBG/Woodbridge Retail, L.L.C.,
Wells Fargo Bank, National Association,
JBG/Retail Management, LLC,
JBG Properties Inc.
JBG/Development Group, L.L.C.

- Exhibitors must have their booth manned for the duration of the event.
 - The event will start at 12pm and end at 4pm.
 - Exhibitor set-up will begin at 10am on Saturday, October 15, 2016 and exhibitors must be set-up no later than 11:30am. (Additional set-up time will be given on a case by case basis). Please indicate if you will require additional set-up time here: _____ Yes _____ No
 - Vehicle access will be provided to each exhibitor for set-up, however, each exhibitor will need to be prepared to move items with dollies or handcarts.
 - Exhibitors cannot start taking down their exhibit until 4pm.
 - Exhibitors must have their space dismantled no later than 6pm.
 - Event management and their agent affiliates will not be responsible for any lost or stolen items from exhibit.



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2017 Stonebridge at Potomac Town Center PetOberfest Policies & Procedures Continued

- Event management has the right to reschedule the event or close the event early in the event of inclement weather.
- Exhibitors are NOT permitted to leave early unless directed by the event management.
- Electricity will NOT be provided and generators are not permitted.
- Handwritten signs are not permitted. Event management has the right to remove materials that are not acceptable.

Application Instructions & Fees

- **Applications and fees are due Friday, August 18, 2017.**
- Exhibit space will not be reserved for your business until both the application and application fee are received.
- There will be an additional \$100 charge to participate in the event if application and fee are submitted after Friday, August 17, 2017. Exhibitor space will be reserved as space allows.
- Application fees will NOT BE REFUNDED after October 3rd due to cost incurred by event management.
- **Checks should be made payable to JBG/Woodbridge Retail, LLC. Please indicate "PetOberfest 2017" in memo section.**
- Fax a copy of the check and completed application to 1-800-718-4703
- **Mail the completed application with payment no later than August 18th to:**

Stonebridge at Potomac Town Center Management Office
Attn: Anastasia Paszkiewicz
15201 Potomac Town Place
Suite 180
Woodbridge, VA 22191



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Release

I shall protect, defend and JBG/Woodbridge Retail, LLC (owner of Stonebridge at Potomac Town Center), JBG/Woodbridge Retail, L.L.C., Wells Fargo Bank, National Association, JBG/Retail Management, LLC, JBG Properties Inc. and JBG/Development Group, L.L.C., its successors and/or assigns, as their interests may appear completely harmless from and against any and all liabilities, losses, suits, claims, judgments, fines or demands arising by reason or injury or death of any person or damage to any property, including all reasonable costs for investigation and defense thereof, (including, but not limited to, attorney fees, court costs, and expert fees) of any nature whatsoever arising out of or incident to performing approved activities at Stonebridge at Potomac Town Center or the acts or omissions of participants' regardless of the causes unless the injury, death or damage is caused by the sole negligence of JBG/Woodbridge Retail, LLC (owner of Stonebridge at Potomac Town Center), JBG/Woodbridge Retail, L.L.C., Wells Fargo Bank, National Association, JBG/Retail Management, LLC, JBG Properties Inc. and JBG/Development Group, L.L.C., its successors and/or assigns, as their interests may appear

By signing below, the proposed exhibitor/vendor agrees to the policies, procedures and information listed above.

Signature: _____ Date: _____

Name (printed): _____

Emergency Contact Name (required): _____

Emergency Contact Number (required): _____

