

Share our vision.

OCTOBER 14, 2017



KERN COUNTY PET FAIR was established to help pets from all over Kern County by creating awareness of the need for responsible pet ownership and by providing a venue where shelters can find homes for distressed animals.

PO Box 22077
Bakersfield, CA 93390
(661) 376-0480
www.kcpetfair.com

EVENT SPONSORSHIP PACKAGES PLEASE CALL TO CHECK AVAILABILITY FOR SPONSORSHIP PACKAGE LIMITATIONS			
SILVER SPONSOR	10'x10' Booth, Gift Bag Insertion, ¼ page AD in Event Program	\$1000	
PLATINUM SPONSOR	10'x10' Booth, Gift Bag Insertion, ½ page AD in Event Program, Website Category Sponsor, 12 months Website Exposure	\$1900	
GOLD SPONSOR	10'x10' Booth, Gift Bag Insertion, ½ page AD in Event Program, Website Category Sponsor, 6 months Website Exposure	\$1400	
LOOKALIKE CONTEST SPONSOR	10'x10' Booth, (Gift Bag Insertion, ½ page AD in Event Program, Website Category Sponsor, 12 months Website Exposure), LOGO Inclusion on Banner display in adoption area	\$2000	
PET ADOPTION SPONSOR	10'x10' Booth-Corner Preference, Gift Bag Insertion, ½ page AD in Event Program, Website Category Sponsor, 12 months Website Exposure, LOGO inclusion on Banner display in adoption area	\$2400	
GIFT BAG SPONSOR	10'x10' Booth, Gift Bag Insertion, LOGO inclusion on Gift Bags, Website Category Sponsor, 12 months Website Exposure	\$2400	
EVENT PROGRAM SPONSOR	10x10 Booth, Gift Bag Insertion, FULL Page Back cover in Event Program, Website Category Sponsor, 12 months Website Exposure	\$3000	
CANINE COSTUME CONTEST SPONSOR	10'x20' Booth-Corner Preference, Gift Bag Insertion, FULL page AD in Event Program, Website SITE Sponsor, Video Inclusion on Website Profile, Business mention Radio Commercials, Sponsor Area Mention MUST provide 3 prizes	\$4000	
PET ARENA/STAGE SPONSOR	10'x30' Booth-Corner Preference, Gift Bag Insertion, FULL page AD in Event Program, Website SITE Sponsor, Video Inclusion on Website Profile, Business mention Radio Commercials, Sponsor Area Mention, LOGO inclusion on Event banner, MUST provide 3 prizes	\$6000	
TITLE FAIR SPONSOR	20'x20' Booth-Island Setting or END CAP, Gift Bag Insertion, Inside Front Cover FULL page AD in Event Program, Website SITE Sponsor, Video Inclusion on Website Profile, Business mention Radio Commercials, Sponsor Stage Mention during Costume Contest, Sponsor State Meet n' Greet Prior to all Pet Arena Stage Events. LOGO inclusion on Posters, Newsprint/ Advertising and Signage, MUST provide 3 prizes	\$8,000	

Checklist View of Sponsorship Packages...

		10X10	Gift Bag	1/4 Page	1/2 Page	6 Mos Exposure	12 Mos Exposure
Silver	\$1,000	✓	✓	✓			
Gold	\$1,400	✓	✓		✓	✓	
Platinum	\$1,900	✓	✓		✓		✓

		10X10	Gift Bag	1/2 Page	Full Page Back	12 Mos Exposure	Banner display	Corner Pref.	LOGO gift Bag
Lookalike	\$2,000	✓	✓	✓		✓	✓		
Pet Adoption	\$2,400	✓	✓	✓		✓	✓	✓	
Gift Bag	\$2,400	✓				✓			✓
Event Program	\$3,000	✓	✓		✓	✓			

		10X20	10X30	20X20	Gift Bag	Full Page	Inside Front Cover	Logo inclusion on event banner	Logo inclusion posters	Logo inclusion News/ Advertis
CANINE	\$4,000	✓			✓	✓				
PET ARENA	\$6,000		✓		✓	✓		✓		
TITLE SHOW	\$8,000			✓	✓		✓		✓	✓

...contd.	Logo Inclusion Signage	Corner Pref.	Island or End Cap	SITE sponsor	Website Video	Radio Mention	Sponsor Area Mention	Costume Mention	Meet 'n Greet	Must Provide 3 Prizes
CANINE		✓		✓	✓	✓	✓			✓
PET ARENA		✓		✓	✓	✓	✓			✓
TITLE SHOW	✓		✓	✓	✓	✓		✓	✓	✓

Booth Presence Selection Page

BOOTH PRESENCE 10' x 10' SPACE (Please feel free to purchase multiple booth space as desired)	SHELTER Shelter booth is for the shelter who desires a booth for the purposes of promoting adoption. The shelter must bring adoptable pets to the event. Sales (except for "rehoming fees") shall not be permitted.	EXHIBITOR Exhibitor booth is for the company or organization desiring a booth for the purposes of raising awareness, education, or promotion. Sales shall not be permitted.	VENDOR Vendor booth is for the company or organization desiring a booth for the purpose of sales. Vendor will bring items, products and/or offer services for sale.	FOOD VENDOR Food Vendor is for the vendor desiring to sell food during the event. Must provide copy of current health permit.
Kern County Pet Fair, Bakersfield CA (Kern County Fair Grounds) October 14, 2017	FREE	\$50 + gift donation	\$75 + gift donation	\$150 or 20% donation

"Gift Donation" is a donation valued at \$25. Gift is to be provided during set-up, and can include promotional items such as gift baskets, apparel and/or gift certificates.

Table, chairs, tablecloths and additional items may be purchased as listed below.

Included in the rental of a "Shelter" booth, is an "Adoptable Pet Showcase" which includes 10 minutes of stage time to showcase pets that are available for adoption at the event. Shelters will automatically be scheduled at time of registration, and must contact vendor coordinator if not interested in participating in the Adoptable Pet Showcase.




EXTRAS/ BOOTH OPTIONS	AMOUNT NEEDED	TOTAL COST PER ITEM
Electricity	\$35 x	
Stage Time (10 Minutes)	\$10 x	
Awareness/Education booth stand-in	\$50 x	
Chair Rental	\$5 x	
Table Rental	\$15 x	
Table Cloth	\$10 x	
Business Mention Event (Program)	\$25 x	
Business Mention w/ Logo (Program)	\$50 x	
1/8 Page Event Program Ad	\$100 x	
¼ Page Event Program Ad	\$200 x	
½ Page Event Program Ad	\$400 x	
Full Page Event Program Ad	\$760 x	
TOTAL		

Company Info Sheet

Legal Business Name	Executive Producer: Kern County Pet Fair PO BOX 22077 Bakersfield, CA, 93390 661-376-0480 Info@KCPetFair.com
Business Name (as you wish it to appear in advertising)	
Contact Person	
Street Address <input type="checkbox"/> CHECK HERE IF YOU DO NOT WANT ADDRESS PUBLISHED	
City State Zip	
Business Phone Cell Phone	INTERNAL USE ONLY:
Web Address Facebook/Blog Address	
Email Address (For internal use only, will not be published/shared)	
Business Category/Product Service Provided	

How Did you hear about the Kern County Pet Fair?
 Radio Internet Email TV Newspaper Referral Other _____

Primarily, what was your participation decision based on?
 Past Participation Reputation Recommendation Promotional Offerings Cost/Value

Campaign Payment		Paying By Check? Make Checks Payable to:
Campaign Total: \$ _____ Deposit Amount: \$ _____ 50% Campaign Total to secure expo participation Balance: \$ _____ Balance due 30 days prior to event		
  <input type="checkbox"/> Visa <input type="checkbox"/> M/C <input type="checkbox"/> Check	Email: _____	
CREDIT CARD# _____	Expire Date _____	
Card Holder's Name: _____		
Address Associated With Card: _____ _____ _____	 Card Verification Number *Required (3 digit # located on the Signature panel on back)	
	Signature: _____	

Kern County Pet Fair - Rules & Guidelines

Use of Space:

Participants (herein defined as shelters, exhibitors, vendors, or food vendors renting a booth space) are confined to their designated space. No canvassing of the aisles, parking lots, or Fair Grounds is permissible. Participant's exhibit or product may not extend beyond the limits of the Participant's designated space, including aisles. No participant shall so arrange his/her exhibit so as to obscure or prejudice adjacent participant in the opinion of the Fair Producer/Fair Management. No participant shall assign or sublet any part of his assigned space without the consent of Fair Management in writing. Any space not occupied by the time set for completion of installation of displays will be reassigned at the discretion of Fair Management. Participants will keep their exhibit open and staffed at all times during the fair hours.

Failure to comply with the rules and regulations of this contract will result in the alteration or removal of the booth at the Participant's expense. Participants shall be bound by all pertinent laws, codes, and regulations municipal or other authorities, having jurisdiction over the event facility or the conducting of said event, together with the rules and regulations of the owners and/or operators of the facility in which the event is held.

Outstanding Balances

No participant with a past due balance will be allowed to participate until all balances are paid in full. If a participant has an outstanding balance, their distributors, retailers, or franchises may not fair that product line until the outstanding balance is paid.

Refunds for Unused Space

No refund will be made for unused space during the event or for any part of a leased space unused during any part of the event. Should leased space remain unoccupied by 9:30am on the opening day of the fair, Executive Producer may use it without obligation. The participant will still be liable for any and all monies due.

Conduct

Any participant or company representative who creates a disturbance, acts in an unruly fashion, or behaves in a manner which is not befitting of the fair will be removed from the facility. If this becomes necessary, the exhibitor will forfeit any and all funds paid to Kern County Pet Fair, Corporation, its owner(s), subsidiaries, parent company, or authorized representative.

Non-Exhibitor Distribution of Materials

It is forbidden for any participant to distribute catalogues, products, or other materials for any non-exhibiting company. I.E. Pat's Pet Store, an exhibitor, cannot distribute materials in his booth or any area of the expo premises for Shirley's Dog Training, who is a non exhibitor. This is a violation of the terms and agreements section of this application and will result in forfeiture of continued use of space, immediate removal, and forfeiture of any and all funds paid to Kern County Pet Fair, it's subsidiaries, owners, parent company, or authorized representative.

Noise Making Equipment

IMPORTANT: Sound apparatus and noise making equipment must be regulated to a level that will not disturb other exhibitors conducting business in their space. NEED APPROVAL PRIOR TO DISPLAY for all equipment that results in sound/noise making.

Installation/Dismantling of Exhibit Space

Participant will install his/her booth space during installation times listed in Welcome Packet. No early breakdowns will be permitted. All boxes used, must be broken down. A11 boxes and materials must be removed from space upon dismantling. All garbage must be placed in designated garbage cans, not "around the cans." A 10x30 booth space will be billed \$75 excessive clean up.

Signature

You acknowledge that you have received a copy of these Rules and Guidelines. You have read and understood it. You agree to be bound as herein stated.

Signature

Name, Title, Company (Print)

Date

Date

Kern County Pet Fair - Rules & Guidelines Continued . . .

Arrangement of Exhibit Space

It is the participant's responsibility to bring the necessary special background and assemble the background accordingly. Our staff is not responsible for assembly or making special materials available to participants.

Insurance

It is advised that participants carry worker's compensation, commercial general liability including products and completed operations, independent contractors, personal injury and blanket contractual liability insurance at limits not less than \$1 million per occurrence, \$2 million aggregate.

It is strongly recommended that Participants also carry insurance to cover loss or damage of to their products or other personal property while such property is located at or is in transit to or from the exhibit site. Kern County Pet Fair assume no liability for any loss, damage or injury to any property of the Participant or to any of its officers, agents, employees, or contractors, whether attributable to accident, fire, theft, or any other cause whatsoever. While the exhibition may provide security guards, it is solely done as an accommodation to Participants. The Participant expressly agrees to save and hold harmless Kern County Pet Fair, its officers, their management, agents, employees from any and all claims, liabilities and losses for injury to persons or animals (including death) or damage to property arising in connection with Participants 's use of the booth space.

Indemnification

Participant agrees that neither the Organizer (Kern County Pet Fair) the contracted event decorator, the Facility, nor the management or owners of the afore listed, their officers, agents, employees, or other representatives shall be held accountable or liable for, and the same are hereby released from accountability and liability for, any damage, loss, harm or injury to the person or property of the Participants or of Participant's officers, agents, employees, animals, or other representatives and that the procuring of insurance against those risks is solely the responsibility of the Participant. Participant agrees to indemnify, defend, protect, hold and save harmless the Organizer and the Facility owners and management against and from any and all claims, demands, suits, liability, damages, loss, costs, attorney's fees and expenses of whatever kind or nature including, but not limited to subrogation claims by anyone having a contract of insurance with the Participant, which might result from or arise out of any action or failure to act on Participant's part or on the part of any of Participant's officers, agents, employees or other representatives, including but not limited to, claims of damage or loss to the Facility property, or from or out of any damage, loss, harm or injury to the person or any property of the Participant or any of Participant's officers, agents, employees, or other representatives and further including, but not limited to, claims of damage or loss to any third party resulting from an infringement of any copyright, patent or trademark.

Signature

You acknowledge that you have received a copy of these Rules and Guidelines. You have read and understood it. You agree to be bound as herein stated.

Signature

Name, Title, Company (Print)

Date

Date

Kern County Pet Fair - Rules & Guidelines Continued . . .

Photo Release

All vendors, sponsors, attendees, and participants grant Kern County Pet Fair the right to take photographs in connection with the Kern County Pet Fair event and authorizes the copyrighting, using and publishing of the same in print and/or electronically. Vendors, sponsors, attendees, and participants agree that Kern County Pet Fair may use such photographs with or without name and for any lawful purpose, including for example such purposes as publicity, illustration, advertising, and Web content.

Fair Requirements for Animals

- All dogs are required to be vaccinated against rabies and DHLPP and cats are required to be vaccinated against FVRCP. Dogs are not to be off lead while outside of their exhibit booth space.
- Dogs on Exposure in display booth require at least enough length to sit and lie down.
- Animals kept in cages must have room to stand up, turn around, sit down and make normal postural adjustments.
- Animals should have access to water at all times.
- No lactating queens or bitches are allowed.
- Live animals may not be given away as prizes.
- Turtles may not be sold if their shells are less than four inches in diameter.
- No puppies or kittens under 3 months of age are allowed at the fair.
- Offensive displays will be asked to be removed by the fair management (i.e. Freeze dried pets, displays of aggression, graphic literature).
- Animals involved in displays/booths should be given some "time out" when crowds are too heavy or the animal appears stressed. There will be a designated area, away from the display area provided for his purpose.
- Absolutely no non-human primates under the age of one year will be allowed on the premises.
- No overcrowding of birds. For every foot of bird, three cubic feet of cage space is recommended. Macaw - 9 cubic feet; Amazon/Grey – 3 cubic feet; Cockatiel - 1/2 cubic feet.
- Any person in charge of a display involving "wild or exotic animals" or "reptiles," capable of inflicting harm on the public must exercise due care in safe guarding the public from injury (i.e. not walking wild animals through crowded aisles and other areas accessible to the public, limiting time with direct public interface, etc).
- No handling, petting, touching or any direct human contact with exotic/wild animals other than its caretaker. Please post a sign stating "DO NOT TOUCH".
- Animals may be examined for nasal/ocular discharge, cough, diarrhea, external parasites (fleas, ticks, ringworm, mites) any of which could necessitate removal from the fair.

The only transfer of ownership or advertising for transfer of ownership of any dogs during the fair is within the pet adoption area. The adoption, advertising of adoption, sale, advertising for sale, or negotiation for sale (taking of deposits, raffle, or delivery) or any intended transfer of ownership of any dogs at Kern County Pet Fair (outside of said pet adoption area) is strictly prohibited...on the grounds, in the parking lot, or any adjacent areas during the date of said fair. Exhibitors found violating this rule are subject to removal from the fair without refund or credit.

All displays with animals must meet all fair management requirements and California State Law requirements.

Signature

Name, Title, Company (Print)

Date

Date