



13020 Newcastle Way  
Newcastle, WA 98059

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### **City Details and Status:**

- Founded 1994
- Population: 9,800
- Median Income: \$104,000
- Median Age: 39 years

### **nDog Details:**

- New event in 2008
- 70+ attendees
- 44° weather (May 3)

### **Items Donated:**

- Food & blankets
- Demonstrations
- Samples
- Contest prizes

### **2008 Avg. Household Annual Expenditures\***

- Pet Supply & Svcs \$380
- Contributions \$3300
- Education & Tuition \$3800
- Entertainment \$4100
- Food & Beverage \$15,000
- Gifts \$2200
- Household \$3000
- Recreation \$1600

### **Provided by City:**

- Water for dogs
- Event bandanas
- Booth space
- Marketing

### **Past Participants:**

- Seattle Humane Society
- King County K-9 Officers
- Good Citizen Canine
- Puget Pets
- uNeek Organic Treats
- ScooperGenie
- Family Dog Training Center

*\*for a copy of our 2008 demographic report, email: [julesm@ci.newcastle.wa.us](mailto:julesm@ci.newcastle.wa.us)*

# nDog

Lake Boren Park, Newcastle, WA

May 30, 2009 | Sat. 12pm-4pm

## Event Description

nDog (Newcastle Dog) is a new community event celebrating our canine companions and the organizations who help dogs in need. With training demonstrations, fun contests and informational booths, attendees and their dogs can enjoy an afternoon learning and playing in our beautiful 20 acre park.

## Highlights

- x Portraits by Rick Takagi Photography
- x Behavior and First Aid demonstrations
- x Emergency & Safety information
- x Collar bandannas to 1<sup>st</sup> 75 dogs
- x Kids Activities
- x Information booths
- x Free play area & practice run
- x Costume and Frisbee contests



## Sponsor Opportunities

### Grand Presenting Sponsor (1 available)

\$2,000

- Prime booth space, 10'x20'
- Option to make welcoming comments at event
- Option for stage/customized activity
- Logo on event signage
- Logo & company information included in series press release
- Featured logo placement on all marketing materials
- Logo on City website & blog (linked to your site)
- Inclusion in 2-5 newsletters distributed to residents, subscribers & event participants (April, May)
- 2 VIP parking passes, 8 ribbons for wear at event
- Sponsor badge & posters for display at your business

### Presenting Sponsor (1 available)

\$500

- Booth space, 10'x10'
- Announced in welcoming comments by Mayor
- Company information included in series press release
- Logo on event signage
- Logo placement on marketing materials and City website
- Inclusion in 2-3 newsletters
- 1 VIP parking passes, 5 ribbons for wear at event
- Sponsor badge & posters for display at your business

### Community Sponsor (6 available)

\$350

- Announced in welcoming comments by Mayor
- Company information included in series press release
- Logo on City website
- Logo on event signage
- Inclusion in 2 newsletters
- 3 ribbons for wear at event
- Sponsor badge & posters for display at your business



pre-register today!  
email [julesm@ci.newcastle.wa.us](mailto:julesm@ci.newcastle.wa.us)

action  
fun  
love

City of Newcastle logo

admission is free with donation of pet food or fleece blankets for:

THE HUMANE SOCIETY FOR SEATTLE/KING COUNTY

May 3, 2008  
lake boren park 12pm-4pm  
SE 84th Way, Newcastle, WA

demos  
free bandanas  
\*first 100 dogs

play & learn  
\*adoptions  
\*pet photos  
\*agility competition  
\*contests  
costume, best trick & frisbee catching

**nDog**

*2008 print, web & flyer advertisement*



*The Mayor's Family*



*The Pet portrait booth, a huge hit with guests*



*A very happy nDog!*