

# Dog Days of Summer

August 29, 2010 Downtown New Canaan, CT

On August 29 this year, New Canaan is truly going to the dogs.

The New Canaan Chamber of Commerce is hosting the 2<sup>nd</sup> annual **Dog Days of Summer** event in the downtown area. We are planning a wonderful event that promises to be fun for the whole family, especially our four-legged best friends. Our goal is to establish this event as a fun street festival to end the summer season, drawing families and pet-lovers from all over lower Fairfield County, and to raise much-needed funds for local charities.

Did you know there are 700 families in New Canaan, who have registered 2500 dogs?

I would like to cordially invite you to be a supporter of The New Canaan Dog Days event scheduled for Sunday, August 29<sup>th</sup>. Net proceeds raised will be donated to Strays & Others, the Local First Ib.l.a.s.t. Fund, and the New Canaan K-9 Unit.

I hope that we can count on you to be a supporter of this upcoming FUN-raiser. Your participation will help promote our local community in a fun, family filled event. Should any questions arise, please do not hesitate to contact me at (203) 966.6650 or [topdogs@newcanaandogdays.com](mailto:topdogs@newcanaandogdays.com).

Tucker Murphy  
Executive Director  
New Canaan Chamber of Commerce

**Elizabeth McCarthy**  
**Co-Chair, Aetheria Spa**  
**New Canaan Dog Days**

Shirleen Dubuque  
Co-Chair, Village Critter Outfitter  
New Canaan Dog Days

[www.newcanaandogdays.com](http://www.newcanaandogdays.com)

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## Sponsorship Levels

### 'Best in Show' Founding Sponsorship: \$2,500

- Most prominent signage and recognition in all media promotion
- Largest Company logo placement on all merchandise
- Premiere on-site Company tent Location
- Title Naming Opportunities, i.e. Dog Days Competition, Kid's Activities, Food & Beverages.
- Dog Days Event Judge

### 'Top Dog' Sponsorship: \$1,500

- Prominent signage and recognition in all media promotion
- Company logo placement on all merchandise
- Choice of available Company Tent location

## Exhibitor Opportunities (Chamber members and non-profits: \$100, Non-members: \$150)

- Assigned 10 x 10 space in designated area OR sponsorship of cooling pools, contests, or various activities.
- Participation in the Chamber's media campaign
- Show your support of this affluent, family-oriented and extremely dog-friendly community.

## Canine Contest Sponsorship (Chamber members and non-profits: \$100, Non-members: \$150)

- Recognition on the New Canaan Dog Days web site and mention of your support the day of event

Contests include:

- **Dunkin' for Hot Dogs** – *How fast can your dog grab a floating hot dog out of a tub of water?*
- **New Canaan's Dogs Have Talent!** – *Does your dog have talent? Show off his best trick!*
- **Musical Sits** – *When the music stops, how fast can your dog sit?*
- **Family Resemblance** – *Who looks most like their owner?*
- **Wag Away** – *Who has the most enthusiastic tail wag in town?*
- **Smooching with your Pooch** – *Who deserves the title of the best canine kisser?*
- **Doggie Duets** – *Which dog is most harmonious with their singing partner owner?*

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## Fee Schedule & Exhibitor Registration

\_\_\_\_\_ I am interested in obtaining vendor space at the event, OR

\_\_\_\_\_ I am interested in sponsoring a canine contest. (Please note which one)

\_\_\_\_\_ Dunking for Hot Dogs

\_\_\_\_\_ New Canaan's Dogs Have Talent!

\_\_\_\_\_ Musical Sits

\_\_\_\_\_ Family Resemblance

\_\_\_\_\_ Wag Away

\_\_\_\_\_ Smooching with Your Pooch

\_\_\_\_\_ Doggie Duets

**Chamber Members:** \$100

**Non – Profit Organizations:** \$100

**Non – Chamber Members:** \$150

Name of Business \_\_\_\_\_ Business Function: \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

Work Phone \_\_\_\_\_ Cell Phone \_\_\_\_\_

Email \_\_\_\_\_ Web Site\*\*: \_\_\_\_\_

\*\* Please email a digital copy of your company's logo in 300dpi to topdogs@newcanaandogdays.com. We accept .jpg or .gif format.

### Food Vendors:

- Must have a temporary health permit issued by the New Canaan Health Dept.
- Verification of registration with the Chamber must be obtained BEFORE applying for the temporary health permit

*Due to the potential weather conditions in late August and for the safety of the animals, we highly recommend that you bring a tent for shade, as well as plenty of water for hydration.*

### **To pay by Visa or MasterCard:**

Visa                      MasterCard

Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_ Security Code \_\_\_\_\_

**Please make checks payable to the New Canaan Chamber of Commerce and mail to:**

**New Canaan Chamber of Commerce**

ATTN: New Canaan Dog Days

91 Elm Street, New Canaan, CT 06840 203-966-2004 [www.newcanaanchamber.com](http://www.newcanaanchamber.com)