



# DOGGIE & ME

SATURDAY  
SEPTEMBER 23

4:00 PM - 9:00 PM

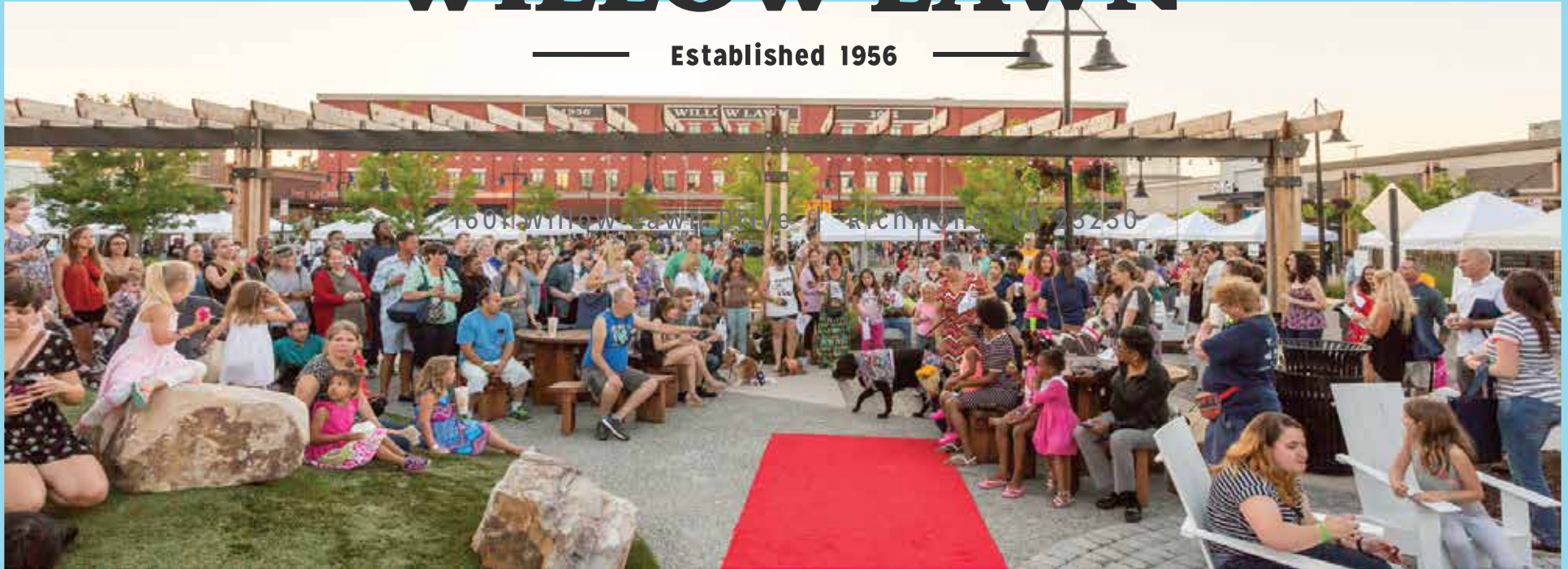
PRESENTED BY

**WILLOW LAWN**

— Established 1956 —

# WILLOW LAWN

Established 1956



Willow Lawn, Richmond's first shopping center, is a vibrant open air lifestyle center with amenities including a community gathering place with a central stage, a children's play area, porch swings, inviting sidewalks, beautiful landscaping and central parking.

	1 Mile	3 Miles	5 Miles
<b>Population</b> .....	8,314	92,932	250,171
<b>Households</b> .....	3,831	42,770	108,298
<b>Daytime Population</b> .....	22,453	101,299	245,145
<b>Median Age</b> .....	40	35	34
<b>Average Household Income</b> .....	\$102,875	\$85,395	\$70,084
<b>Median Household Income</b> .....	\$67,865	\$55,034	\$47,767
<b>College Educated</b> .....	63.5%	54.1%	43.1%

\*Source: Federal Realty, 2017



Doggie & Me is an animal-friendly event at Willow Lawn that features craft beers, several regional wineries, food sampling, and live music. The event is a combination of past annual Wine & Whiskers and Craft Beer Harvest events, both of which boasted an attendance of over 2,500.

Proceeds from the event will benefit local animal non-profit, FETCH a Cure.

**FETCH** a cure

## PRESENTING SPONSOR \$5000

(LIMIT: ONE)



Exclusive presenting rights ("Doggie & Me presented by [insert name] at Willow Lawn")

Logo/company name included in all collateral (Richmond Family Magazine, posters, banners, fliers, and eblasts)

20x20 vendor space at the event (includes tent, one 6-foot table and two chairs)

Banners onsite

Logo/company name and link on dedicated event page on WillowLawn.com

10 complimentary tickets to the event (\$250 value)

Logo/company name on official Eventbrite event listing where advance tickets will be sold

Logo/company name included in all promotional Doggie & Me eblasts to Willow Lawn database (over 3,900 subscribers)

Logo/company name on event wristbands

5 VIP Passes (each table seats 10 people, valued at \$325)

Tweets and Facebook mentions as the official presenting sponsor of Doggie & Me

## STAGE SPONSOR \$2500

(LIMIT: ONE)



Exclusive sponsorship of the stage and live entertainment (“[Band Name] brought to you by.....”)

Logo/company name on all related collateral

10x10 vendor space at the event (includes tent, one 6-foot table and two chairs)

Logo/company name present on event banners

Logo/company name and link on dedicated event page on WillowLawn.com

Logo/company name included in all promotional Doggie & Me eblasts to Willow Lawn database

## VIP LOUNGE SPONSOR \$2000

(LIMIT: ONE)



Exclusive sponsorship of the VIP Lounge at the event ("Doggie & Me VIP Lounge brought to you by....")

10x10 vendor space at the event (includes tent, one 6-foot table and two chairs)

Receive 15 complimentary VIP Lounge passes (valued at \$975)

Logo/company name present on event banners

Logo/company name and link on dedicated event page on WillowLawn.com

Logo/company name included in all promotional Doggie & Me eblasts to Willow Lawn database

## TOTE BAG SPONSOR \$1500

(LIMIT: ONE)



Logo/company name on all tote bags for the event

10x10 vendor space at the event (includes tent, one 6-foot table and two chairs)

Logo/company name presented on event banners

Logo/company name and link on dedicated event page on Willow-Lawn.com

Logo/company name included in all promotional emails & Me eblasts to Willow Lawn database

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**SOLD**

## SAMPLING GLASS SPONSOR \$1500

(LIMIT: ONE)



Logo/ company name on all beer/wine sampler glasses for the event (1,000+)

10x10 vendor space at the event (includes tent, one 6-foot table and two chairs)

Logo/company name present on event banners

Logo/company name and location indicated event page on Willow-Lawn.com

Logo/company name included in all promotional Doggie & Me eblasts to Willow Lawn database

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## CONTACT

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