

BAY WOOF

NEWS WITH BITE

2010 Beast of the Bay Awards Sponsorship Opportunity

Bay Woof readers cast more than 2,500 ballots in our first annual 2009 Beast of the Bay Awards (BOTBA), naming their favorite dog-friendly people, places, and things in the San Francisco Bay Area. Our final voting party at Stray Bar on January 31 attracted KOFY TV and a fun-loving pack of people and their pups

Our vigorous promotion campaign for the BOTBA 2010 includes TV and radio spots, eye-catching posters, and a splashy announcement of the winners in our March 2010 issue. Award recipients get a full-color certificate to post in their places of business, where applicable, adorned with sponsor logos, a unique, year-long advertising opportunity.



PHOTO: COURTNEY GUNTER

Becoming a BOTBA sponsor will keep your business name in front of the Bay Area's dog-loving public all through the winter months and, for sustaining sponsors, throughout 2010. We've made it simple and cost-effective for you to participate by choosing one of the following two sponsorship levels:

CONTRIBUTING SPONSORS - A one-time cost of \$500 plus a product donation gets you:

- Sponsorship status in all press releases;
- Your item as a raffle prize;
- Your logo on all publicity for the final voting party;
- Your business name lavishly praised as a sponsor in our March 2009 issue

SUPPORTING SPONSORS - A one-time cost of \$1000 plus a product donation gets you:

- Sponsorship status in all press releases;
- Your item as a raffle prize;
- Your logo on the official Beast of the Bay ballots;
- Your logo on all publicity for the final voting party;
- Your business name lavishly praised as a sponsor in our March 2009 issue; and
- Your logo on award certificates, to be displayed at winners' businesses, when applicable

Your product donation will become a raffle prize at the final BOTBA voting party, further details TBA).

Deadline for your decision is Dec. 1, 2009.

Please direct any questions to ad rep Lisa Voss, 707.853.1564, or call publisher Rocket at 415.525.4040. For more information on the contest or to vote for your favorites, go to www.baywoof.com/beastofthebay.

We look forward to partnering with you, and don't forget to VOTE!

Sincerely,
Rocket
Publisher