



# Join Us:

**SATURDAY,  
OCTOBER 5, 2024  
9:30 am to 4:00 pm**

**Richmond Raceway Complex  
Old Dominion Building  
600 East Laburnum Ave., Richmond, VA**

We are Dachshund Enlightenment Foundation, Inc. (DEF), a local 501(c)(3) non-profit organization.

“Developing a Dachshund Dialogue of Education, Health, and Love with Responsible Breeders and Reputable Rescues to Create Forever Families.”



Our mission is to develop an open dialogue between dachshund owners, breeders, rescues and veterinarians sharing information to help every doxie live a long happy life with their forever family. As part of our educational mission, Dachttoberfest is DEF's annual flagship event. a one-day, event full of dachshund themed fun for families and dogs. Dachttoberfest features wiener dog racing, costume contests, guest speakers, demos, exhibitors, vendors, raffles and more!



## Dachttoberfest Sponsorship Opportunities:

As a Dachttoberfest Sponsor your company, business or organization will be given opportunities that are not available to a regular vendor. Such as your logo featured on the Dachttoberfest banners and flyers, your logo on our volunteer shirts, sponsor announcements during our event, your logo and link on the DEF website for a full year and Event Tickets that you can share with your staff or your customers. With a variety of sponsorship options, including in-kind contributions (Prize, Raffle or Auction Donations), there is an opportunity for any type of business or organization.

# Dachtoberfest Sponsorship Options:



## \$3,000 - Doxie-holic Sponsorship:

- Your name and large size logo will appear on the DEF website for 1 year with a link to your website PLUS a link to your Facebook page or website will appear on the DEF Facebook page periodically during the 12 months following Dachtoberfest.
- Your logo will be featured on our Dachtoberfest Banner(s), Flyers and any advertising for the Dachtoberfest event.
- Your logo will be featured on the back of our Dachtoberfest Volunteers Shirts.
- Full-page full color premium placement ad and Sponsor Recognition in the Event Program.
- A main Dachtoberfest event will be named for your company's sponsorship (Ex: "2024 Your Company's Wiener Dog Races" or "2024 Your Company's Costume Contest".)
- A complimentary 10' x 20' (D x W) feature placed booth.\*
- 2 (8') tables, 4 chairs, and an electric hook up (115 single phase 1-20 amps outlet).\*
- 5 announcements during the event promoting your business and/or booth.
- 10 complimentary Dachtoberfest Event Tickets.

**\*\* A "No Booth" Doxie-holic Sponsorship is available for \$2,000. Includes all other benefits.**



## \$1,300 - Standard Dox Sponsorship:

- Your name and large size logo will appear on the DEF website for one year with a link to your website PLUS a link to your Facebook page or website will appear on the DEF Facebook page periodically during the 12 months following Dachtoberfest.
- Your logo will be featured on our Dachtoberfest Banner(s) and Flyers.
- Full-page full color ad and Sponsor Recognition in the Event Program.
- A 10' x 20' (D x W) feature placed booth.
- 2 (8') tables, 4 chairs, and electric hook up (.115 single phase 1-20 amps outlet )
- 4 announcements during the event promoting your business and/or booth.
- 6 complimentary Dachtoberfest Event Tickets.



## \$800 - Tweenie Dox Sponsorship:

- Your name and medium size logo will appear on the DEF website for one year with a link to your website PLUS a link to your Facebook page or website will appear on the DEF Facebook page periodically during the 12 months following Dachtoberfest.
- Your logo will be featured on our Dachtoberfest Banner(s) and Flyers.
- Half-page full color ad and Sponsor Recognition in the Event Program.
- A 10' x 10' (D x W) booth.
- 1 (8') table, 2 chairs, and electric hook up (115 single phase 1-20 amps outlet).
- 3 announcements during the event promoting your business and/or booth.
- 4 complimentary Dachtoberfest Event Tickets.



## \$500 - Mini Dox Sponsorship:

- Your name and small size logo will appear on the DEF website for one year with a link to your website PLUS a link to your Facebook page or website will appear on the DEF Facebook page periodically during the 12 months following Dachtoberfest.
- Quarter-page full color ad and Sponsor Recognition in the Event Program.
- A complimentary 10' x 10' (D x W) booth.
- 1 (8') table, 2 chairs, and electric hook up (115 single phase 1-20 amps outlet).
- 2 announcements during the event promoting your business and/or booth.
- 2 complimentary Dachtoberfest Event Tickets.



## \$175 - Non-Profit Sponsorship:

- Your name and small size logo will appear on the DEF website for one year with a link to your website PLUS a link to your Facebook page or website will appear on the DEF Facebook page periodically during the 12 months following Dachtoberfest.
- Eighth-page full color ad in the Event Program.
- A complimentary 10' x 10' (D x W) booth.
- 1 (8') table, 2 chairs, and electric hook up (115 single phase 1-20 amps outlet).
- 2 announcements during the event promoting your booth.

**NEW for  
2024**



## \$200 - Volunteer Shirt Sponsorship:

- Your logo will appear on back of the 2024 Dachtoberfest Volunteer Shirts.
- Your company name will be listed on our website with our other shirt sponsors.
- 2 announcements during the event promoting your company.

## Additional Ways to Participate:

**Be a Vendor: \$175** for a 10x10 booth (Early Bird price until 5/1/24).

**Advertise: \$75 - \$600** in the FULL COLOR event program.

**Donate:** Donate a product or service for our Raffles, Silent Auction or Prizes.

## Raffle, Auction and Prize Donations:

DEF is seeking Raffle, Silent Auction and Prize donations from businesses that are interested in showcasing their products. (All size donations are welcome.) In return for your donation:

- Your company name will appear on the DEF website for one year with a link to your page.
- Your company will be recognized as a Raffle Basket Donor, Silent Auction Donor or Prize Sponsor in our event program.
- If the value of the donation is at least \$250, your company will also be recognized as major sponsor at the event. (With your logo added to our sponsors on the DEF website, Facebook and at least two sponsor announcements during the event promoting your business and/or booth.)
- Please make arrangements to deliver/ship donations to DEF no later than September 15, 2024. If the donation is too large to ship and you prefer to personally deliver it to the event on October 4th during set up, please contact DEF to make arrangements no later than September 1, 2024.