



RICHMOND, VA - SATURDAY, OCTOBER 1, 2022

Delta Hotels Richmond Downtown

555 East Canal St. Richmond, VA 23219

SPONSOR AND VENDOR BOOTH PACKET

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, we are happy to announce our inaugural event: **Dachtoberfest!**

In the tradition of other dachshund organizations before us, Dachtoberfest will be DEF's annual flagship event. A one day, family and dog friendly event full of dachshund themed fun for everyone. Including wiener dog racing, costume contests, guest speakers, vendors, raffles and so much more!! We would love to have your company, business or organization as a vendor with us for this momentous occasion.

We invite you to review our different sponsor levels and vendor options. Each level has opportunities to showcase your business, including booth space. We also have a limited number of in-kind contributions.

To become a sponsor or vendor, complete the application in this packet and send it by mail or email to:

Dachshund Enlightenment Foundation, Inc.

P.O. Box 1312

Hopewell, VA 23860

Tel. 804-898-0211 president@definc.org

Commitments and cash donations must be received by September 1, 2022. In-kind donations must be received by the specific date agreed upon by the foundation. All raffle donations must be delivered no later than September 18, 2022. For more information email Tanya Ryan at president@definc.org

DACHTOBERFEST VENDOR BOOTHS:

10'x10' Vendor Booth Space - \$200 (Pay in Full by July 1, 2022 for \$25 discount)

10'x10' Nonprofit Booth Space - \$100 (Pay in Full by July 1, 2022 for \$25 discount)

DACHTOBERFEST SPONSORSHIP LEVELS:



Non-Profit Sponsorship Package:

\$150 donation (\$250 Value)

Non-Profit Sponsorship benefits include:

- Your Non-profit 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 Dachtoberfest Event Program.

(Please complete Advertisement Order form.)

- A complimentary 10' x 10' (D x W) booth located within our vendors' room with up to 6 vendor wristbands for booth staff members. (Please complete Vendor Application.)
- One 6 foot table, two chairs, table linens and access to electric.
- Two vendor announcements during the event promoting your booth.



Mini Dox Sponsorship Package:

\$400 donation (\$450 Value)

Mini Dox Sponsorship benefits include:

- Your company 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 Dachtoberfest Event Program.

(Please complete Advertisement Order form.)

- A complimentary 10' x 10' (D x W) booth located within our vendors' room with up to 4 vendor wristbands for booth staff members. (Please complete Vendor Application.)
- One 6 foot table, two chairs, table linens and access to electric.
- Two vendor announcements during the event promoting your business and/or booth.
- One collectible DEF / Inaugural Dachtoberfest t-shirt.
- Two complimentary Dachtoberfest Event Tickets. (Separate from booth staff allowance.)



Tweenie Dox Sponsorship Package:

\$800 donation (\$925 Value)

Tweenie Dox Sponsorship benefits include:

- Your company 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 company logo will be featured on our Dachtoberfest Banner(s) and Flyers.
- Half-page full color ad and Sponsor Recognition in the Dachtoberfest Event Program.

(Please complete Advertisement Order form.)

- A complimentary 10' x 10' (D x W) booth located within our vendors' room with up to 6 vendor wristbands for booth staff members. (Please complete Vendor Application.)
- One 6 foot table, two chairs, table linens and access to electric.
- Three vendor announcements during the event promoting your business and/or booth.
- Two collectible DEF / Inaugural Dachtoberfest t-shirts.
- Four complimentary Dachtoberfest Event Tickets. (Separate from booth staff allowance.)



Standard Dox Sponsorship Package:

\$1,200 donation (\$1,500 Value) (Only Three Available!)

Standard Dox Sponsorship benefits include:

- Your company 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 company logo will be featured on our Dachtoberfest Banner(s) and Flyers.
- Full-page full color ad and Sponsor Recognition in the Dachtoberfest Event Program.

(Please complete Advertisement Order form.)

- A complimentary 10' x 20' (D x W) feature placed booth located within our vendors' room or our event room with up to 8 vendor wristbands for booth staff members. (Please complete Vendor Application.)
- Two 6 foot tables, four chairs, table linens and access to electric.
- Four vendor announcements during the event promoting your business and/or booth.
- Four collectible DEF / Inaugural Dachtoberfest t-shirts.
- Six complimentary Dachtoberfest Event Tickets. (Separate from booth staff allowance.)



Doxie-holic Sponsorship Package:

\$2,000 donation (\$2,500 Value) (Only Two Available!)

Doxie-holic Sponsorship benefits include:

- Your company 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 company logo will be featured on our Dachtoberfest Banner(s), Flyers and any advertising for the Dachtoberfest event.
- Full-page full color premium placement ad and Sponsor Recognition in the Dachtoberfest Event Program. (Please complete Advertisement Order form.)
- A main Dachtoberfest event will be named for your company's sponsorship (Ex: "2022 Your Company's Wiener Dog Races" or "2022 Your Company's Costume Contest".)
- Five vendor announcements during the event promoting your business and/or booth.
- Five collectible DEF / Inaugural Dachtoberfest t-shirts.
- Ten complimentary Dachtoberfest Event Tickets.



Raffle Basket and Winner's Circle Prize Basket Donations:

The Dachshund Enlightenment Foundation is seeking Raffle and Winner's Circle* Prize basket 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 or Winner's Circle Basket Sponsor in our events 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.)

* DEF is seeking Winner's Circle baskets for the Overall Best Costume and Grand Prize Race winner, one for each our main events. Winner Circle Prize donors will receive a photo of their basket with the winning recipient.

Please make arrangements to deliver/ship donations to DEF no later than September 18, 2022. If the donation is too large to ship and you prefer to personally deliver it to the event on September 30th during set up, please contact DEF to make arrangements no later than September 1, 2022.

All Vendors, please complete the vendor application and payment form.

All Sponsors, please fill out the sponsor form, the vendor application, the advertisement order form and the payment form.

DACHTOBERFEST SPONSOR FORM:

As a Dachtoberfest 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 Dachtoberfest banners and flyers, vendor announcements during our event, your logo and link on the DEF website for a full year and depending on the level of sponsorship, complimentary Dachtoberfest Event T-Shirts and Event Tickets that you can share with your staff, your customers or you could use them as giveaway items to draw attention your way. With a variety of sponsorship options, including in-kind contributions (Prize Donations), there is an opportunity for any type of business or organization.

To become a Dachtoberfest Sponsor fill out this form, the vendor application, the advertisement order form and the payment form:

Please indicate the chosen level of sponsorship:

- _____ Doxie-holic (Full page Ad, Large Logo, 5 announcements)
- _____ Standard Dox (Full page Ad, Large Logo, 4 announcements)
- _____ Tweenie Dox (Half page Ad, Med Logo, 3 announcements)
- _____ Mini Dox (Quarter page Ad, Sm Logo, 2 announcements)
- _____ Non-Profit (Eighth page Ad, Sm Logo, 2 announcements)

(Items listed in parenthesis will need to be sent for each sponsor level.)

**EXACT COPY OF PROGRAM AD, VENDOR ANNOUNCEMENT AND
LOGO MUST BE RECEIVED WITH APPLICATION.**

CHECKLIST:

- _____ digital ad copy sent electronically to: president@definc.org
- _____ vendor announcement text enclosed
- _____ digital logo sent electronically to: president@definc.org

Business /Organization: _____

Contact Name: _____

Address: _____

Phone: _____ e-mail address: _____

URL: _____

SPONSORSHIP LEVEL: _____

I commit to being a sponsor of the DEF Dachtoberfest at the above sponsor level!

Signature and date

DACHTOBERFEST VENDOR APPLICATION:

Please complete all components of this form to apply for a booth at the Dachshund Enlightenment Foundation's Dachtoberfest 2022 so that we may serve you as well as possible.

The event will be held on Saturday, October 1, 2022 from 9:30 am - 4:00 pm.

Vendor Terms and Conditions Applies to all Vendors:

- **No Refunds / No Rain Date.**

- Booths are rented on a first come, first serve basis. We reserve the right to limit the number of Direct Sales Vendors and also reserve the right to the number of vendors in a particular category.

- The DEF Dachtoberfest Committee may deny any vendor application based on appropriateness of products and duplication of vendors, in such Committee's sole discretion.

- **Vendors may not sell alcoholic beverages of any kind.**

- Participants are responsible for the set-up and clean-up of their booths.

- Setup time will be available between 12:00 p.m. and 5:00 p.m. on Friday, September 30, 2022 and between 8:00 a.m. and 9:15 am on October 1, 2022.

- Vendors may not use anything that will damage venue wallpaper to hang item on ballroom walls. (Venue requests the use of scotch tape or painters tape only.)

- Vendors may not break down any portion of their booth until at or after 4pm Saturday, Oct. 1, 2022.

- Participants cannot impair others booths (e.g. sign or display blockage).

- Vendors will not be allowed to move booth locations once a booth has been assigned, unless previously approved by DEF.

- Each Vendor Booth will receive up to 4 attendance wristbands for booth staff members. (Additional wristbands will be available for purchase for \$7.00 each – See Payment Form to order.)

- All Vendor booths will be indoors on the second floor only. (Both Stair and Elevator access available.)

- Vendor Booth Fee: \$200.00 per 10x10 booth. (\$25 discount provided when paid in full by July 1, 2022)

- Non-profit vendor fee \$100 per 10x10 booth for nonprofit organizations. (\$25 discount provided when paid in full by July 1, 2022)

- **NOTE:** Electrical access is limited and will be approved on a first come, first serve basis. If you prefer, you may bring your own extension cords; some will be on hand, provided by the venue.

- Each 10'x10' Booth will be provided with 1 - 6ft table, 2 chairs and table linens, unless you indicate on your application that no tables and or chairs are needed for your booth. Additional tables are in limited supply, so any requests for an additional table will be considered first come, first served. Please notate your request below in the space provided.

- Vendors must sign a Waiver and Release form or provide a Certificate of General Liability showing at least \$1,000,000 General Liability Coverage naming the following as additional insured with regards to this event: Dachshund Enlightenment Foundation, Inc.

Vendor Application Continued:

Contact _____

Business Name _____

Mailing Address _____

City _____ State _____ ZIP _____

Telephone: Home _____ Mobile _____

E-mail _____

Brief description of product(s): _____

TYPE OF PRODUCTS: Harnesses and collars _____ Handmade _____ Jewelry _____

Local Artist _____ Crafts _____ Clothing _____ Wood Works _____ Holiday _____

Dog Food/Treat _____ Pre-Packaged Human Food _____

Other _____

TYPE OF SERVICE: Rescue Organization _____ Veterinarian _____ Other service _____

Other non-profit animal welfare organization _____

Electric availability is limited. If you require electrical outlet access. We will fulfill these requests first come, first serve, to the best of our ability.

_____ Yes, I require electrical access.

_____ I will provide my own extension cords. OR _____ I will need _____ extension cords.

Tables: Each Booth will be provided with 1- 6ft table, 2 chairs and table linens unless otherwise advised. Additional tables are in limited supply, so any requests for an additional table will be considered first come, first served. (If you only require the supplied 1 table and 2 chairs, leave both options blank.)

_____ Yes, I would like an additional table (At this time we can only honor requests for 1 additional table per booth as available. Vendors are welcomed to bring their own tables and chairs if they choose.)

_____ No, We do not require any tables or chairs for our booth. (We will provide them ourselves.)

Non Profits: Reduced vendor booth fee of \$100 will be charged to nonprofit organizations.

_____ We are a nonprofit organization. (Please provide proof of non-profit status.)

Additional Booth requests/accommodation needs? (Need to be near a wall, near another vendor, prefer corner, etc.) Changes will not be made the day of the event.

Requests are not guaranteed. _____

Raffle and Winner Circle Prize Donations:

As part of our fundraising activity, we are asking each vendor to consider donating a basket of items to be used in our Raffle at the Dachtoberfest event, or at least one or two items which we could put with other items. This will help advertise your wares and create interest in the vendors. It should include items from your typical inventory and reflect the types of merchandise you offer for sale. If you are interested in participating, please provide a description and dollar value of basket to be donated. Donations must be received no later than September 18, 2022. Each vendor providing a basket will be recognized as a Raffle or Prize Basket Sponsor (see “Sponsor Levels”).

 Yes I will donate

Description of donation: _____

_____ No I do not plan to donate

I agree to deliver/ship the below raffle basket no later than September 18, 2022. I will contact DEF for a street address or to make other arrangements. Please provide a description of the item(s) you are donating together with a photo and approximate value:

	VALUE

Print Advertising: Vendor who would like to purchase advertising space in the Dachtoberfest Event Program, please complete the Advertising Order Form.

Event Program Advertisement Order Form:

YOUR NAME: _____

YOUR BUSINESS NAME AND ADDRESS: _____

For Sponsors, Select Sponsorship Level: _____ Doxie-holic _____ Standard Dox _____ Tweenie Dox
_____ Mini Dox _____ Non-Profit

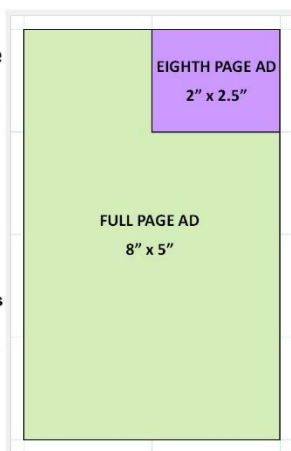
Please provide copy of your ad copy and logo in .eps, .png, .jpg or .pdf format.

Please select the advertisement size of your purchase or sponsorship:

Full Page

8" x 5" - \$600

Included with Sponsors:
Doxie-holic & Standard



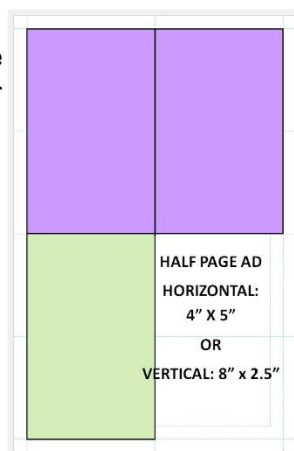
Half Page

4" x 5" H or

8" x 2.5" V

\$300

Included with:
Tweenie Sponsorship



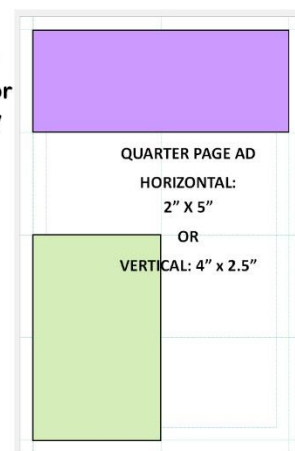
1/4 Page

2" x 5" H or

4" x 2.5" V

\$150

Included with:
Mini Dox Sponsorship

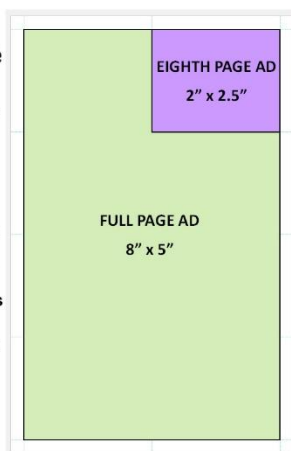


1/8 Page

2" x 2.5" - \$75

\$50 for NonProfits

Included with:
Non-Profit Sponsorship



The Dachtoberfest Event Program will be 5.5" x 8.5", laser print, saddle stitched, with no full bleed. All ad copy must be supplied in .JPG, .PDF, .PNG or .EPS format, in correct ad size or proportionally larger. For best results provide ad copy in 300 dpi resolution or better. Ad close date September 1, 2022.

VENDOR ADVERTISING CHECKLIST:

_____ The digital ad copy will be sent electronically to: president@definc.org

_____ I have included the Ad graphics as a hard copy with this form instead of a digital file.

I commit to advertising in the Dachtoberfest Event Program with the above ad size.

Signature and date

Kindly mail completed form, graphic ready copy and check payable to Dachshund Enlightenment Foundation, Inc. to DEF, P.O. Box 1312, Hopewell, VA 23860 or Email this completed form, graphics and PayPal confirmation to: president@definc.org For more information visit DEF website: www.definc.org

DACHTOBERFEST PAYMENT FORM:

Business /Organization: _____

Item	Prices	Amount Total
Regular Vendor Fees:		
Vendor Booth Space	\$200	_____
Non Profit Booth Space	\$100	_____
Additional Booth Staff Wristbands	\$7 each	_____
Early Bird Discount: (Must pay in full by July 1, 2022)	-\$25	_____
Vendor Fee Total:		_____
Advertising Space:		
Full Page	\$600	_____
Half Page	\$300	_____
Quarter Page	\$150	_____
Eighth Page (Biz Card)	\$75	_____
Non-Profit Special Ad Rate Eighth Page (Biz Card)	\$50	_____
Process fee (credit card & PayPal only) 3%		_____
Vendor, Advertising and Processing fee (if needed) Total:		_____
Sponsorship Fees:		
Doxie-Holic (Only 2 Available)	\$2,000	_____
Standard Dox (Only 3 Available)	\$1,200	_____
Tweenie Dox	\$800	_____
Mini Dox	\$400	_____
Non-Profit	\$150	_____
Process fee (credit card & PayPal only) 3%		_____
Sponsorship and Processing fee (if needed) Total:		_____

Please make checks payable to: Dachshund Enlightenment Foundation. Inc. and mail to address below.

_____ Enclosed is check no _____ payable to Dachshund Enlightenment Foundation, Inc. in the amount of _____.

Credit Card Information: _____ Visa _____ MasterCard

or **PAYPAL:**

Name on Card: _____

PRESIDENT@DEFINC.ORG

Card Number: _____

Include copy of Pay Pal confirmation/receipt
with this application.

Exp Date: _____ 3 Digit # on Back: _____

Mail To: Dachshund Enlightenment Foundation
P.O. Box 1312
Hopewell, VA 23860

Signature: _____

I have read, understand and agree to the terms and conditions of the DEF Dachtoberfest Vendor Application:

Vendor Signature: _____ Date: _____

Print Name: _____

On behalf of Dachshund Enlightenment Foundation, Inc. and the Dachshunds who we all love,
we THANK YOU for your support and or sponsorship to help make Dachtoberfest a great success.
We look forward to seeing you in October!



For More Information on DEF visit our website
www.definc.org

INSURANCE REQUIREMENTS FOR DACHSHUND ENLIGHTENMENT FOUNDATION'S DACHTOBERFEST

DEF must receive either one of the following from your company for the Dachshund Enlightenment Foundation's Dachtoberfest:

1. Certificate of General Liability showing at least \$1,000,000 General Liability Coverage naming the following as additional insured's with regard to this event:

Dachshund Enlightenment Foundation, Inc.

OR

2. Waiver and Release, see form attached

Either the Certificate of General Liability or Waiver and Release are due with the vendor application, but no later than 7 days prior to Dachtoberfest. Without one of these documents on file with DEF, you will not be able to set up. We will need either one of these immediately BEFORE you will be able to set up your booth.

If you need to communicate with us regarding your insurance certificate or waiver, please send an email to president@definc.org

Please send your certificate or waiver/release to:

Dachshund Enlightenment Foundation
P. O. Box 1312
Hopewell, VA 23860

or Email: president@definc.org

COMPLETE, SIGN AND RETURN TO:
Dachshund Enlightenment Foundation, Inc.

WAIVER AND RELEASE

THIS WAIVER AND RELEASE is made by _____
(Vendor Company Name) in favor of Dachshund Enlightenment Foundation, Inc. (DEF)

INTENT:

(1) THIS WAIVER AND RELEASE MUST BE PROVIDED TO DEF BY THE VENDOR WHO, AFTER MAKING REASONABLE ATTEMPTS, IS NOT ABLE TO PROVIDE DEF WITH A CERTIFICATE OF INSURANCE AS DESCRIBED IN THE VENDOR APPLICATION.

(2) AS SIGNATORY TO THIS WAIVER AND RELEASE, VENDOR ASSUMES ALL RESPONSIBILITY FOR AND RELEASES THE FOLLOWING PARTIES: DACHSHUND ENLIGHTENMENT FOUNDATION, INC., FROM ALL CLAIMS AS DESCRIBED BELOW ARISING FROM THE VENDOR'S PARTICIPATION IN DACHTOBERFEST PRESENTED BY DEF.

CONDITIONS:

(1) Waiver and Release: The Vendor assumes all responsibility for and all risk of any damage or injury, whether to property or person, including death that may occur to the Vendor, its employees, agents, licensees, or invitees at or in connection with Dachshund Enlightenment Foundation's Dachtoberfest. The Vendor further releases all parties identified in Paragraph No. 2 above, its officers, directors, employees, agents and or volunteers from all claims, demands, rights or causes of actions, present or future, known, anticipated or unanticipated, resulting from or arising out of or incident to the Vendor's use of any facilities at the Delta Hotel Richmond Downtown or as result of an incident at Dachshund Enlightenment Foundation's Dachtoberfest.

(2) Miscellaneous: This Waiver and Release is in addition to and not by way of limitation of any term, covenant, condition or indemnification in the Vendor Agreement. Vendor understands and acknowledges that Vendor may be waiving important legal rights by its execution of this form. Vendor acknowledges that it has had an opportunity to review this form with counsel of its choice. The person executing this Waiver and Release on behalf of the Vendor hereby confirms that he or she is authorized to do so.

SIGNATURE OF AUTHORIZED REPRESENTATIVE: _____

Name: _____ Date: _____

Title: _____

Company: _____

IN WITNESS THEREOF, Vendor, by its duly authorized representative, has executed this form.

WITNESS: _____ Date: _____