



# 2014 Canine Capers Pavilion

Sunday, May 4, 2014

## Sponsorship Information

Best in Show Exclusive Sponsor - \$1000

**Value: \$1500**

*This is the grand champion sponsorship available to one partner exclusively.  
Please inquire directly.*

Best in Breed Sponsor - \$500

**Value: \$750**

This sponsorship is limited to only two partners and offers maximum exposure.

***Sponsorship Includes:***

**Day Of Set-Up:**

- 2 – 10x10 Tent
- 2 – 6ft table and up to 6 chairs
- 6 admission bracelets
- 2 Premium Parking Passes

**Day Of Promotion:**

- :30 spot on the Race Day Jumbotron
- Mention by Emcee on Sponsor Loop at the Event
- Inclusion in Winterthur Hunt Activities
- Logo on Point-to-Point Take Home Bag
- Sponsor Material included within Point-to-Point Bag
- Sampling Opportunities throughout Point-to-Point Grounds  
(with approval from Winterthur)

**Pre-Promotion**

- Mentions in Point-to-Point Media Coverage
- Mentions in Social Media Promotions
- Reciprocal Page Like on Facebook
- Inclusion on Promotional Signage at Point-to-Point Ticket  
Pick-Up Site
- 1 – Featured Post on Partner Site – Brown Dog Buzz Blog
- Weekly Mentions on Partner Site – Brown Dog Buzz  
Facebook Page

## Vendor - \$100

This opportunity is new for 2014!

### **Sponsorship Includes:**

#### **Day Of Set-Up:**

- 1 – 10x10 Tent
- 1 – 6ft table and up to 4 chairs
- 4 admission bracelets

#### **Day Of Promotion:**

- Inclusion in Canine Capers Mentions by Emcee at the Event
- Sponsor Material included within Point-to-Point Bag

#### **Pre-Promotion**

- Mentions in Point-to-Point Media Coverage
- Mentions in Social Media Promotions
- Reciprocal Page Like on Facebook
- Inclusion on Promotional Signage at Point-to-Point Ticket Pick-Up Site
- 1 – Featured Post on Partner Site – Brown Dog Buzz Blog
- Weekly Mentions on Partner Site – Brown Dog Buzz Facebook Page

## Contributor

*This is a limited opportunity offered to our volunteer, donor and non-profit partners only.  
Please inquire directly.*

**All sponsorships commitments must be secured by March 30, 2014.**

#### **Payment Terms:**

Your sponsorship donation should be made out to "Winterthur 501@3" and can be mailed or delivered to the Point-to-Point Office at Winterthur. It needs to be received no later than April 30, 2014.



## Quick Event Facts

### Point-to-Point:

- More than 16,000 people onsite from all over the Mid-Atlantic region
- A nationally sanctioned steeplechase race
- 2014 is the 36<sup>th</sup> running of the Point-to-Point Race
- 2<sup>nd</sup> largest event in the State of Delaware, second only to Nascar/Dover Downs
- Hosted on the grounds of Winterthur Museum
- A horse-related event that is very family-focused with a high penetration of pet owners

### Canine Capers:

- The canine puiissance activities that take place during Point-to-Point
- **Dog friendly** – Point-to-Point is the only day of the year where dogs are allowed on the pristine grounds and gardens of Winterthur
- 3rd year for Canine Capers to allow vendors & participants
- Attendance is actively growing each year
- Located next to the family-fun area 'Winterthur Hunt' and is becoming a destination point within the Point-to-Point overall event

### Winterthur:

- Is the premier museum of American decorative arts, reflecting both early America & the du Pont family's life
- Founded by Henry Francis du Pont
- The 60-acre naturalistic garden is among the best in the United States
- The research library serves scholars from around the world
- Pronounced "winter-tour"

### Links to More Info:

- Point-to-Point web page on the Winterthur Museum website: <http://bit.ly/1gGZJsI>
- Point-to-Point Facebook page (the best source of up to the minute info): <http://bit.ly/1crKaIT>
- Brown Dog Buzz Blog: <http://bit.ly/1fk7jeM>
- Brown Dog Buzz Facebook Page: <http://on.fb.me/Oe335U>