

JUNE 17 & 18, 2017 - 11:00AM TO 5:00PM

# PEAKS & PAWS

SQUAW VALLEY

The Humane Society of Truckee-Tahoe and the Village at Squaw Valley are excited to announce that the annual Peaks & Paws event is growing! This year, everyone's favorite pet event is expanding to fill an entire weekend with activities for pets and their people. In addition the event will be moving to a new weekend in June, so that the Tahoe community can kick-off summer with their best, four-legged friends. Peaks & Paws will be packed full of pet-friendly activities for the whole family and awesome Bluegrass music. We have also partnered with Splash Dogs, a nationally recognized dog enthusiast company that organizes and promotes dock jumping events across the United States, to provide this year's pet-centric entertainment. We trust this will be a unique and fun draw! Check them out at [SplashDogs.com](http://SplashDogs.com)

We would like to invite you to be a part of this amazing opportunity to promote your business and to help support our local community. Peaks & Paws offers a prominent, high profile, high traffic venue for you to showcase what you do. Applications are currently being accepted to be a part of the 8th Annual Peaks & Paws event, which will be held on Saturday, June 17th and Sunday, June 18th, 2017; from 11:00am to 5:00pm both days.

As one of the most popular events in the Tahoe area, your Peaks & Paws sponsorship will go farther than ever before. The buzz surrounding the 8th Annual Peaks & Paws is bigger than any previous year, with new guests ranging from second homeowners to locals that keep hearing about how Peaks & Paws is the must-attend event of the year.

The relaxed atmosphere enjoyed by guests and dogs alike, with your company sharing the spotlight, will create a lasting impression on thousands of dog-loving guests, hundreds of Humane Society volunteers and our entire animal loving community.

If you are interested in participating, please complete and return the enclosed application to Kyle Faucher at [KFauber@Squawvnc.com](mailto:KFauber@Squawvnc.com) as soon as possible.

We look forward to having you join us at Peaks & Paws this year. Thank you for your consideration. Please call or email if you have any questions.

Sincerely,

**Stephanie Jensen**  
Executive Director  
Humane Society of Truckee-Tahoe  
[Steph@HSTT.org](mailto:Steph@HSTT.org)  
530-587-5948

**Kyle Faucher**  
Events & Village Coordinator  
The Squaw Village Neighborhood Co.  
[KFauber@Squawvnc.com](mailto:KFauber@Squawvnc.com)  
530-584-6266

Name : \_\_\_\_\_

Business Name : \_\_\_\_\_

Billing / Mailing Address (Required) : \_\_\_\_\_

City : \_\_\_\_\_ State : \_\_\_\_\_ ZIP : \_\_\_\_\_

Billing Phone # : \_\_\_\_\_ Cell : \_\_\_\_\_ Fax : \_\_\_\_\_

Email (Required) : \_\_\_\_\_

CA Seller's Permit No. (If Applicable) : \_\_\_\_\_

Liability Insurance Carrier (Required) : \_\_\_\_\_

Sponsorship Fee : \_\_\_\_\_ Booth Fee Is For Space Only - No Structure, Tent, Power, Or Other Services Are Included With This Fee

Booth Sponsor - Single Space - 10' x 10' - \$200 \_\_\_\_\_ Credit Cards (Visa / Mastercard) & Checks Are Accepted

Booth Sponsor - Double Space - 10' x 20' - \$300 \_\_\_\_\_ If Paying With Credit Card - Billing Address Field Must Be Completed Above

Credit Card # : \_\_\_\_\_ Expiration Date : \_\_\_\_\_ 3 Digit Security Code : \_\_\_\_\_

Name on Credit Card : \_\_\_\_\_ Card ZIP Code : \_\_\_\_\_ Visa  Mastercard

Make Checks Payable To : Humane Society of Truckee-Tahoe

Briefly Describe Your Booth + What You Would Be Displaying: \_\_\_\_\_ Your Display must be pet themed

\_\_\_\_\_

\_\_\_\_\_

Special Requests - Please Describe : \_\_\_\_\_

\_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### GUIDELINES

#### Sponsor Approval

All Sponsors are subject to approval. Applications will be carefully reviewed to ensure all offerings are Pet Centric / Themed and quality inspired products.

#### Sponsor Space Assignments

Space will be assigned by the order in which applications are received. Space assignments will be e-mailed by June 12, 2017.

#### Payment

Payment must be submitted with your application and will be processed upon acceptance. In the event that your application is not accepted, your check will be returned or money refunded.

#### Cancellation Policy

Refunds will be given for valid reasons and with written notification made by 12:00 pm on June 5, 2017. No refunds will be given for No Shows. Sponsors are expected to participate both days and must stay open and active throughout the entire event. No early load out permitted.

#### Weather

This is an outdoor event and we have a rain, snow or shine policy and participants should be prepared for all conditions including wind and sun. Should you decide you can't attend due to weather, no refund will be given but a credit will be given for participation in 2018. If Peaks & Paws organizers decide

to cancel the event due to safety concerns, refunds or credits will be given upon request.

### SPONSOR PERKS

#### (4) Beer Tasting Tickets

Age 21+ only

#### (1) Logo on SquawAlpine.com event web page

Must provide high quality, vector version of logo designed for white background

#### (1) Banner placement opportunity

Must provide own banner, sized 3' x 8' or smaller

**APPLICATION  
DEADLINE  
MAY 1, 2017**

### SEND COMPLETED APPLICATIONS TO

Mail: SVNC, PO 3735,  
Olympic Valley, CA 96146  
Email: KFaucher@Squawwnc.com

### QUESTIONS CONTACT

Kyle Faucher  
Email: KFaucher@Squawwnc.com  
Phone: (530) 584-6266  
Fax: (530) 584-6270