



5th Annual
DOG FEST April 14, 2012

A community fundraiser, dog show and family fun event to benefit McKinley Elementary

2011 Master of Ceremony

Daniel Handler
Official Representative of Lemony
Snicket

2011 Honorary Chair

Bevan Dufty

2011 Media Sponsor

ABC 7
KOIT
SF Bay Guardian
7X7
Bay Woof
Gloss

2011 Celebrity Judges

Daniel Alarcon
Capt. Vicky Guldbach
Fernando Ventura
Scott Wiener
Leah Garchik
Ross Mirkarimi

2011 Sponsors

Walgreens
Pet Food Express
The Animal House
Wells Fargo
Jeffrey's Natural Pet Foods
Escape from New York Pizza
SF Veterinary Specialists
Saint Francis Memorial Hospital
Let's be Frank
Dennis Otto Pac. Union Real Estate

2011 In-Kind Donors

Sirius
Jamba Juice
Golden Gate Grooming
Spectrum Federal Credit Union
Aidells
Trannyshack
Jesse Freidin Photographer
Happy Hounds Massage
Fit Bernal Fit

2011 Food

Global Gourmet Catering

**2011 Silent Auction Donors
(Partial List)**

2223 Restaurant
A.C.T.
Acrosports
Amano Trading
Ambiance
American Gymnastics Club
Andrew Moore Consulting, Inc.
anima mundi - Leslie Mehren
Animal Company
Aperto Restaurant
Apron Strings San Francisco
Aquarium of the Bay
Arrange by Annie
ArtWorks Fine Art Studio
Asian Art Museum
Asilomar Conference Grounds
Asqew Grill
Bambino's Ristorante
Bay Area Discovery Museum
Beijo Brasil
Bernie's - a Local Girl's Coffee Shop
Best In Show
Beyond Productions
Bill's Place
Bimbo's 365 Club
BiRite Creamery and Market
Boccalone
Book Pig Inc.
Bookshop West Portal
Buffalo Whole Food & Grain Co.

Dear Friend,

Please join thousands of caring individuals and corporations in support of enrichment programs for children in neighborhood public schools, and simultaneously promote your business throughout San Francisco. Become a sponsor of our 5th annual DogFest, a community fundraiser, dog show, and family fun event. With the help of your sponsorship and in-kind donations, every penny raised will go to support academic and enrichment programs for more than 350 children at McKinley Elementary, a small public school in the center of San Francisco. Please see attached sponsorship levels.

On Saturday, April 14, 2012, the famed author of the Lemony Snicket series, Daniel Handler, will entertain thousands of attendees as the Master of Ceremony. The event will include dog competitions throughout the day, family activities and a fabulous silent auction with a wide selection of goods and services. The festival will be held at Duboce Park, a public space that serves adults, dog lovers and kids alike.

We are proud of the achievements of our school and its families, but with the continued State budget cuts to education, your help and support has become more vital than ever.

Thank you for your consideration and support.

Sincerely,

Denise Lawwill & Le Vu
Co-Chairs



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Build-a-Bear Workshop
Burger Joint
California Shakespeare Theater
California State Parks
California State Railroad Museum
California's Great America
Caminos Flamencos
Camp K-9 of Marin
Chanticleer
Children's Discovery Museum San Jose
Children's Fairyland
Chuck Whelon
Cobb's Comedy Club
Cole Hardware
Conservatory of Flowers
Copious Winery
Crittter Fritters
Cut Loose
Denny Palmer
Desmond Charles Photography
diPietro Todd Salon
Dog Eared Books
dogwalks.com
For Your Eyes Only Optometry
Escape from New York Pizza
Exploratorium
Ferry Plaza Farmers Market/CUESA
Ferry Plaza Wine Merchant
Filoli
Fine Arts Museums of San Francisco
Firefly Restaurant
Fuzio
Gallery of Jewels
Georgia McNamara & Kevin Muerle
Global Gourmet Catering
Go Car Tours
Goat Hill Pizza
Golden Gate Bridge District
Green Twig Salon
Gymboree Corp.
Happy Hollow Park & Zoo
Happy Hounds Massage
Harvey's
Headsets.com
High Class Nails
High Tail Hotel
Hiller Aviation Museum
Hornblower Cruises & Events
Incanto Restaurant & Wine Bar
IPSOFACTO, IT Services
It's Yoga Kids
Jade Lotus Midwifery
Jane Peal Cuisiniere
Janet Pomeroy Center- Herbst Pool
Jardinier
Joshua Ets-Hokin Photography
Just Awesome!The Board Game Store
Just for Fun
Kasa Indian
Kayak Connection
Kickboard USA
Kids Cuts
Kids Outdoor Club
La Boulange de Cole
Landmark Theatres
L'Ardoise
Larry Franzella- Prudential California
Realty
Lawrence Hall of Science
Le Colonial
Legoland California
Lindsay Wildlife Museum
Lite for Life
Little Ark Cat and Dog Grooming
Little River Inn Resort and Spa
litttle 'umpa designs
Lovejoy's Tea Room
Mandarin Oriental Hotel
Mane Attraction
Marilyn Jaeger Skincare

2012 SPONSORSHIP LEVELS:

THE GREAT DANE | \$5,000+ [AWARDED]

- Event Sponsor: **CHASE BANK** presents DogFest 2012!
- Featured in print media to include: 7x7, Bay Area Reporter, SF Kids.org, Bay Woof, Bay Guardian
- Logo placement on all printed materials to include: 500-11x17 posters, 3 - 3'X8' banners, 5000 postcards and 500 tote bags
- Submit marketing materials for DogFest tote bags
- Featured on DogFest event website
- 10'x10' vendor/information booth/table

THE GOLDEN RETRIEVER | \$2,500

- Zone Sponsor: Kidzone, Dog Show or Silent Auction presented by [Your company's name]
- Featured in print media to include: 7x7, Bay Area Reporter, SF Kids.org, Bay Woof, Bay Guardian
- Logo placement on all printed materials to include: 500-11x17 posters, 3 - 3'x8' banners, 5000 postcards and 500 tote bags
- Submit marketing materials for DogFest tote bags
- Featured on DogFest event website
- 10'x10' vendor/information booth/table

THE GREYHOUND | \$1000

- Featured in print media to include: 7x7, Bay Area Reporter, SF Kids.org, Bay Woof, Bay Guardian
- Logo placement on all printed materials to include: 500-11x17 posters, 3 - 3'x8' banners, 5000 postcards and 500 tote bags
- Submit marketing materials for DogFest tote bags
- Featured on DogFest event website
- 10'x10' vendor/information booth/table

THE BEAGLE | \$500

- Logo placement on all printed materials to include: 500-11x17 posters, 3 - 3'x8' banners, 5000 postcards and 500 tote bags
- Submit marketing materials for DogFest tote bags
- Featured on DogFest event website
- 10'x10' vendor/information booth/table

THE JACK RUSSELL | \$250

- Logo placement on printed materials to include: 5000 postcards and 500 tote bags
- Submit marketing materials for DogFest tote bags
- Featured on DogFest event website

PUPPY LOVE | \$100

- Submit marketing materials for 500 DogFest tote bags
- Featured on DogFest event website



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Marin Shakespeare Company
 Mass Mutual Financial Group
 Mendel's Far Out Fabrics
 Mijo & Bambi
 Mission Cliffs
 Mollie Stone's
 More Mojo Chiropractic
 Morton's the Steakhouse
 Mountain Play Association
 My Gym Children's Fitness Center
 Nervous Dog Coffee
 New Conservatory Theater Center
 Niall David Photography
 NOPA
 NYR Organic
 Oakland Museum of California
 Oakland Zoo
 ODC/Rhythm & Motion
 P.O. Plus
 Page Museum
 Pasta Pomodoro
 Pauline's Pizza
 Pawtrerow Bathhouse & Feed Co.
 Paxton Gate
 Peekabootique
 Peet's Coffee & Tea
 Pet Camp
 Pet Food Express
 Peter Olivetti Photography
 Photography by Jean Pedigo
 Pier 39 Limited Partnership
 POP! Pilates on Page
 Porchlight/Verdi Club
 Precita Eyes Mural Arts & Visitors Cent.
 Presidion Bowling Center
 Punch Line San Francisco
 Red and White Fleet
 Redbud Design
 Ripley's Believe It or Not
 Rose Glavin, L.Ac.
 Round Table Pizza
 Samuel Price Art
 San Francisco Ballet
 San Francisco Children's Art Center
 San Francisco Museum of Modern Art
 San Francisco Opera
 San Francisco Performances
 San Francisco Symphony
 See Jane Run
 Serpentine
 Serra Bowl
 SF Zoological Society
 Slow Club, Inc.
 Smuin Ballet
 Sorensen's
 Steve Silver's Beach Blanket Babylon
 Studio Wing Tsun, Inc.
 Tangerine
 Tech Museum of Innovation
 Terra Mia Ceramic Studio
 The Bark
 The Buddy Club
 The Corner Studio
 The Cove on Castro
 The Laurel Inn
 The Marsh
 The Page
 The Stinking Rose
 The Verdi Club
 The Walt Disney Family Museum
 Thirsty Bear
 Tuesday Night Jump @ the Verdi Club
 Verdi Club
 Vinum Cellars
 Wahine Outrigger Canoe Club
 Walgreens
 WHOOP!
 Wags 'n Wellness
 Yerba Buena Ice Skating & Bowling
 Zuni Cafe

2012 SPONSORSHIP FORM

SPONSOR

CONTACT/TITLE

ADDRESS

CITY STATE ZIP

PHONE FAX

EMAIL

URL

SPONSORSHIP AMOUNT:

Please sign and fax or email form to:

McKinley Elementary School PTA
 Attn: Dogfest 2012
 1025 14th Street
 San Francisco, CA 94114
 Fax: 415.241.6548

Deadlines:

- Please send your company logo to dogfest@mckinleyschool.org ASAP for immediate posting to the DogFest website. High resolution logos for all printed marketing material must be received by **February 17th, 2012**.
- Vendor information material for tote bags must be delivered to the school office (see address below) by **March 16, 2012**.

Thank you for your support!

[Please make a copy of this form for your records]

McKinley Elementary School Parent Teacher Association
 1025 14th Street, San Francisco, CA 94114

T | 415.241.6300 • F | 415.241.6548 • E-mail | dogfest@mckinleyschool.org
www.mckinleyschool.org • www.sfdogfest.com
 Tax ID#: 13-4317995