



LAMBS FARM
WOOFSTOCK
I DAY OF PUPPY LOVE



**2010 Sponsorship
Information**



The doggone facts about Woofstock

Who?

Lambs Farm: Woofstock benefits and is produced by Lambs Farm, a 501(c)(3) not-for-profit organization dedicated to empowering people with developmental disabilities to lead personally fulfilling lives.

Visitor profile: The year-round business operations and events held at Lambs Farm draw a steady stream of visitors. Approximately 300,000 people visit our campus annually. The following is some demographic information derived from our last customer base survey:

Gender: 66% female, 34% male
Homeowners: 68% live in a single family dwelling; 70% own their home
Marital Status: 71% are married
Children: 23% have one child; 31% have two children; 21% more than two
Age: 69% between the ages of 25 - 44
Education: over 63% have college degrees
Household Income; over 62% have incomes between \$65k — \$140k/year
Employment: 46% have executive, managerial or administrative jobs
Over 40% of our guests come at least twice in a twelve-month period.
Over 85% of our guests are aware of our mission.



What?

Woofstock is...

- a quirky, fun, free admission event for dogs and the people who live with them
- a festive showcase for demonstrations
- a consumer show, with booths set up for product sampling and sales
- Lake County's premiere Canine Couture Fashion Show
- a day of entertainment featuring contests, raffles, food and more!

Where?

This day of doggy love will be held at Lambs Farm, a popular and well known family attraction, in Libertyville, Illinois near our renowned Pet Shop established in 1961.

When?

Saturday, June 19, 2010 from 11 a.m. to 4 p.m.

WOOFSTOCK 2010



Paws to take a look at Pet Owner Statistics

Pets are (like) people too!

- 33% of dog owners admit to talking to their dogs on the phone and leaving answering machine messages for them while away.
- 80% of dog owners buy their dog a present for holidays and birthdays.
- 70% of people sign their pet's name on greeting and holiday cards.
- 94% of pet owners say their pet makes them smile more than once a day.
- 65% of pet owners have pictures of their pets in their wallets or on display alongside family photos; 58% put pets in family and holiday portraits.
- Many pet owners don't think of their pets as animals - they think of them as permanent children. Many even refer to themselves as the "mommy" or "daddy" of their pet!
- 70% of pet owners allow pets to sleep on their beds
- An estimated 1 million dogs in the United States have been named the primary beneficiary in their owner's will.
- Many pet owning families make purchase decisions based on simply the use of pets in business promotions regardless of whether the product is pet oriented or not. Large retail companies, such Target and Wal-Mart, have recognized the economic potential that pets present. So much so that they now include pets in their advertising.



**If you wouldn't disregard a customer's children,
don't disregard their pets!**

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Lambs Farm Overview

Purpose

Lambs Farm is a premier non-profit organization celebrating forty-nine years of serving adults with developmental disabilities. We serve a mission of empowering people with developmental disabilities to lead personally fulfilling lives, by providing vocational, residential, social, and recreational programming.

History

Lambs Farm began in 1961 when 12 adults with developmental disabilities were employed in a pet shop on State Street in Chicago. Believing that there had to be something better than the sheltered workshops offered at the time, and using revolutionary vocational training concepts, the Co-Founders identified and focused on the Participants' strengths by teaching them how to complete simple tasks which increased in complexity as their skills were honed. Our Co-Founders felt that if people with developmental disabilities were exposed to the possibilities — and given the opportunities — they would become meaningful, productive members of society. As interest in the program increased, the organization was relocated to a 72-acre campus near Libertyville and subsequently expanded into a living and working community for Program Participants.

Programs

Today, we offer a full range of vocational, residential, social, and recreational services to some 250 men and women annually throughout the Chicago Metropolitan area, principally in Lake and Northern Cook Counties. Our Participants include both residents who live on the campus or in nearby community homes as well as commuters who come on-site to take advantage of the services offered.

VOCATIONAL SERVICES

Lambs Farm provides a comprehensive system of assessment training, job placement, and support in developing vocational and social skills, enabling Participants to learn to work at their optimal levels. Depending on their needs and interests, a Participant may work in one of our on-campus businesses, at our work center, or in the community. Older Participants may choose to retire from employment and participate in our Senior Program.

RESIDENTIAL SERVICES

Several living options are available based on the level of support required by each individual Participant. Residences on our campus include nine group homes, the Green-Field Residence for seniors, and a 19-unit apartment building. We also have six community homes located in nearby communities.

SOCIAL AND RECREATIONAL SERVICES

Our social and recreational services focus on helping Participants learn daily living skills, physical wellness, and the development of lifelong interests. Our "Healthy Lambs" and "Healthwise" programs encourage Participants to form good exercise and nutrition habits. The QUEST Enrichment Program provides opportunities for Program Participants to pursue their personal goals with classes centering on daily living skills, social issues, work skills, and hobbies. Many Program Participants take part in individual and team sports, as well as training for the Special Olympics. Additionally, our Weekenders and Friday Night Recreation programs provides exciting weekend activities for all Participants.

Sponsorship Opportunities

Title Sponsor

Total Investment: \$5,000 *(Only one available)*

The premier opportunity with the greatest brand exposure.

“Woofstock at Lambs Farm Presented by Your Company”.

- Top billing — Corporate name is attached to the title of the event as “Presented by” in all event materials including, but not limited to: print materials, media, advertising, signage, banners, etc.
- Name featured on electronic billboard on I-94 seen by over 120,000 vehicles each day
- Featured logo position in print ads and event promotion materials (program, banners, signage, advertising, etc.)
- Prominent recognition in Lambs Tales, the Lambs Farm newsletter that is distributed to more than 17,000 contacts, eighty-eight percent (88%) of which are in the greater Chicago area
- Logo on the cover of event program
- Full page ad premium location (choice of inside or back cover) of event program
- Logo and tagline on Lambs Farm website
- Vendor space for you to sell or display your companies products or services
- Live P.A. recognition throughout the event
- Multiple locations for company banners and signs
- Opportunity to contribute company information, product, etc. to raffle and prize packages
- First right of refusal for the 2011 event

Major Sponsor

Total Investment: \$2,500 *(Only five available)*

Choice of Feature Sponsorship: Canine Couture Fashion Show, Kids and K9 Craft Corner, Demonstration Stage Area, pet contests, and the food and vendor court (first commitment has choice)

- Name in print ads and event promotion materials (program, banners, signage, etc.)
- Prominent recognition in Lambs Tales, the Lambs Farm newsletter that is distributed to more than 17,000 contacts, eighty-eight percent (88%) of which are in the greater Chicago area
- Full-page inside program ad
- Logo on Lambs Farm website
- Space to display your company banner or logo in your featured event area
- Vendor space for you to sell or display your companies products or services
- Opportunity to contribute company information, product, etc. raffle and prize packages
- First right of refusal for the 2011 event

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Sponsorship Opportunities Cont.

Event Sponsor

Total Investment: \$1,000

- Space to display your company banner or logo at the event
- Vendor space for you to sell or display your companies products or services
- Listing on Lambs Farm website
- Full page ad in event program
- Opportunity to contribute company information, product etc. to raffle and prize packages

Community Sponsor

Total Investment: \$500

- Vendor space for you to sell or display your companies products or services
- Listing on Lambs Farm website
- ½ page ad in event program
- Opportunity to contribute company information, product, etc to raffle and prize packages

Friend of the Farm

Total Investment: \$250

- Vendor space for you to sell or display your companies products or services
- Listing on Lambs Farm website
- ¼ page ad in event program
- Opportunity to contribute company information, product, etc. to raffle and prize packages

Media Sponsor

The benefits for Media Sponsors will be determined based on investment value and will be comparable to other sponsorships of similar investment. Please contact Claudia Stevens at 847-990-3750 or crs@lambsfarm.org to discuss specific Media Sponsor plans.

Booth Space

Vendor booths are being offered for \$100 each for a 10x10 space. If you are interested in receiving more information about becoming a vendor, please contact Claudia Stevens at 847-990-3750 or crs@lambsfarm.org.

Community Partner

If you would like to sponsor this event in another way, please contact Claudia Stevens at 847-990-3750 or crs@lambsfarm.org to discuss alternative opportunities.

WOOFSTOCK 2010

Woofstock 2010 Sponsor Participation Form

Yes! I would like to support Lambs Farm Woofstock. Please sign me up for:

- Title Sponsor \$5,000
- Major Sponsor \$2,500
- Event Sponsor \$1,000
- Community Sponsor \$500
- Friend of the Farm \$250
- Media Sponsor \$_____

- Please accept my donation of \$_____ to support Lambs Farm.
- Please send me information on becoming a vendor.
- I would like to sponsor the event in another way, please contact me.

CONTACT INFORMATION

Your Name: _____
Company: _____
Address: _____
City, State, Zip: _____
Phone: _____
Email: _____

PAYMENT INFORMATION (Not Applicable for Media Sponsors)

- I have enclosed \$_____

Please make checks payable to Lambs Farm

- Please charge my credit card account in the amount of \$_____
- Visa® MasterCard® Discover® American Express®

Card Number: _____ Exp. Date: _____

Signature: _____

Return sponsor participation form and payment to:
Event Coordinator
LAMBS FARM | 14245 W. Rockland Rd. | Libertyville, IL 60048
Phone: 847-990-3750 | Fax: 847-362-0742 | www.lambsfarm.org