



# 7<sup>TH</sup> ANNUAL DOG-O-WEEN

## TO BENEFIT CITIZENS FOR OFF-LEASH AREAS

### **Greetings fellow dog lovers!**

COLA's most important fundraising event will be held this year on **Saturday, October 28th** from 11am–2pm at the Genesee Park off-leash area. There will be fun, food, and fashion galore with prizes, silent auctions, and vendor booths catering to every pampered pet. The grand finale is a costume contest where all the most creatively dressed pooches strut their stuff for celebrity judges to win great prizes!

Please take a moment to read our information packet and consider participating in or donating to this wonderful fundraising event. Once again we are excited to offer exclusive sponsorship opportunities for those companies interested in partnering with COLA to promote our highest-publicity event. Please be sure to check out the Dog-O-Ween website at <http://www.dogoween.org/> for up-to-the-minute information.

100% of the net proceeds will benefit COLA, an all-volunteer non-profit 501(c)(3) organization which depends on donations and support from the community to fund maintenance and improvement projects at all eleven of Seattle's off-leash parks. We sincerely thank you for any help you can give.

COLA Events & Fundraising  
(206) 264-5573

Email: [dogoween@coladog.org](mailto:dogoween@coladog.org)

Dog-O-Ween Website: <http://www.dogoween.org>

COLA Website: <http://www.coladog.org/>

# ABOUT COLA

## HISTORY

In the early 1990s, local citizens identified the need for sites in Seattle where people could interact with their dogs in an off-leash environment. After six years involving numerous public meetings, petitions and a three-year pilot program – the Seattle City Council voted 9-0 to establish permanent dog off-leash areas with a process in place to create new areas over time. Currently there are eight off-leash areas in Seattle, with two more being planned.

Citizens for Off-Leash Areas (COLA) was formed in February 1995 as an all-volunteer 501(c)(3) non-profit organization to work with the city and create long-term stability for the off-leash area program. In 1997, COLA entered into a formal agreement with the City of Seattle to share the responsibility of maintaining current off-leash sites and creating new ones.

Since 1997, COLA has grown to become a primary point of contact for public officials, media, community groups, dog owners and even cities across the country regarding off-leash and other dog-related issues.

## PURPOSE & OBJECTIVES

Seattle is growing rapidly, and with it, our dog population. At the same time city departments such as Parks and Recreation are drastically cutting budgets. These events place increasingly large financial burdens on COLA. Section IV: Program Components of the Agreement between the City of Seattle and Citizens for Off-leash Areas, states:

Department of Parks and Recreation (DPR) will perform maintenance and restoration of the sites as they deem possible within the level of funding received for that purpose. COLA will be consulted and its input given weight when considering what discretionary maintenance and restoration shall be performed. **In addition, where adequate maintenance of the sites is not deemed possible by DPR, DPR will notify COLA so that COLA is given an opportunity to supplement DPR resources for maintenance of off-leash sites.**

Examples of the kinds of projects that COLA has helped fund include a new fence around the Woodland Park off-leash area (\$12,950), purchase of tool storage boxes for each OLA (\$3,885), purchase of chain-link fencing to complete the enclosure at Blue Dog Pond (\$4,600), purchase of plastic poop-disposal bags for the Magnuson OLA (\$1,000) and other routine maintenance concerns that over the past year have totaled over \$10,000.

## GOALS

Continuing improvements are critical to the success of our off-leash program. Parks does not have the budget to fund these projects, so it is up to COLA to raise the money. Here are only some of the projects currently being planned for 2006:

- New off-leash park in the MAgnolia and/or Queen Anne neighborhood to be funded entirely by COLA, including the purchase of fence, kiosk, shelter, and more.  
**Estimated Cost: \$30,000**
- Double-gated entries at the Blue Dog-Pond OLA, to replace the dangerous single-gated entries. We are also working with Parks to improve safety by building staircases on the hillside.  
**Estimated Cost: \$5,000**
- Improve water access at the Westcrest Park OLA. Currently there is a series of connected hoses stretching hundreds of feet to get water to the main play field  
**Estimated Cost: \$7,000**



# HOW YOU CAN HELP



## **CORPORATE SPONSORSHIPS**

Special benefits are available to corporations willing to partner with COLA – please see the Sponsorship Form for detailed information.

## **VENDOR BOOTHS**

Dog-O-Ween is a great opportunity for local businesses to showcase their products and services directly to a specialized market – dog owners! Over 300 people attended Dog-O-Ween last year, and our goal is to draw a much larger crowd this year through improved advertising and media coverage.

## **DONATIONS**

We are looking for donations of various items to help us raise money:

### **Silent Auction**

Don't put it on eBay – donate it to COLA! We are looking for special items to include in our silent auction. Some of the most profitable items last year were non-dog related (such as a hand-blown glass vase, wine, board games, cookie jars, etc.) so clean out that basement and donate, donate, donate!

### **Costume Contest Prizes**

We are looking for gift certificates or items ranging in value from \$20 - \$100 to award the winners of the costume contest. In addition to First, Second, and Third Place, we also give prizes in specialty categories like Scariest Costume, Most Original Costume, Best Group Costume, Best Owner/Dog Costume, etc.

### **Membership Drive Gifts**

Free gift (value of \$5 or less) given out with every new membership purchased at the \$35.00 level or higher.

### **Refreshments**

Cases of soda pop, juice and/or bottled water.

Packaged snacks such as variety packs of chips, pretzels, energy bars.

Baked goods such as muffins and cookies.

### **General Support**

Cash donations are needed to rent tables, chairs, microphone and tenting in case of rain. Any help is sincerely and gratefully accepted.

NOTE: Although you may request how your donation will be used, COLA reserves the right to place donated items into any category we deem necessary.

Underwriting dollars will be used at the discretion of COLA to defray costs of the event. A portion of your contribution may be used to purchase food and drinks. COLA is a 501(c)(3) organization, Tax ID 91-1682685. The amount paid beyond the fair market value of the goods received is deductible as allowed by law.

# DOG-O-WEEN DONATION FORM

DONOR INFORMATION		
Donor Name	Business Name	
Address	City, State, Zip	
Website URL	Phone	E-mail
Contact Name (if different from above)	Contact Phone	Contact E-Mail

ITEM INFORMATION		
Description	Est. Value	
<b>1.</b>  Silent Auction Item? <input type="checkbox"/> Yes <input type="checkbox"/> No	\$	<b>Will you need this item picked up? ____ Yes ____ No</b> <b>If yes, please provide a date and time below:</b>
<b>2.</b>  Silent Auction Item? <input type="checkbox"/> Yes <input type="checkbox"/> No	\$	<b>Will you need this item picked up? ____ Yes ____ No</b> <b>If yes, please provide a date and time below:</b>
<b>3.</b>  Silent Auction Item? <input type="checkbox"/> Yes <input type="checkbox"/> No	\$	<b>Will you need this item picked up? ____ Yes ____ No</b> <b>If yes, please provide a date and time below:</b>
<b>4.</b>  Silent Auction Item? <input type="checkbox"/> Yes <input type="checkbox"/> No	\$	<b>Will you need this item picked up? ____ Yes ____ No</b> <b>If yes, please provide a date and time below:</b>

**ALL ITEMS MUST BE RECEIVED BY COLA NO LATER THAN OCTOBER 20, 2006!**

- Any items received after this date will not be included in the event catalog.
- **Please contact COLA with any items requiring special arrangements, such as day-of-event delivery.**
- Unsold or unused items will not be returned to the donor unless prior arrangements are made.
- **Silent Auction Items:** Please enclose any promotional materials to be displayed with your item.

**Please complete this form and return to:** Citizens for Off-Leash Areas (COLA)  
 Attn: Dog-O-Ween  
 P.O. Box 80672  
 Seattle, WA 98108-0672  
 Phone: 206-264-5573 Email: dogoween@coladog.org Web: www.dogoween.org

Signature of Donor	Date
--------------------	------

# **DOG-O-WEEN VENDOR BOOTH FORM**

VENDOR INFORMATION		
<b>Vendor Name</b>	<b>Business Name</b>	
<b>Address</b>	<b>City, State, Zip</b>	
<b>Website URL</b>	<b>Phone</b>	<b>E-mail</b>
<b>Contact Name (if different from above)</b>	<b>Contact Phone</b>	<b>Contact E-Mail</b>

BOOTH DESCRIPTION
<b>Description of goods and services:</b>          <input type="checkbox"/> For-Profit (\$50.00) <input type="checkbox"/> Non-Profit (\$20.00)

Vendors will appear in the Dog-O-Ween event catalog and website, and in the December 2005 edition of COLA's newsletter, *The Watchdog*.

**APPLICATIONS AND CHECKS MUST BE RECEIVED BY COLA NO LATER THAN OCTOBER 20, 2006!**

- Vendors who apply for a booth after this date will not be included in the event catalog.
- Booths can cover a 10' x 10' maximum area. Tables, chairs, and tents must be provided by the vendor.
- Please be set up by 11am. Take-down begins after event ends at 2:00pm.
- Make checks payable to COLA.
- Once your form is processed, we will contact you with booth location and instructions within two weeks of the event.

**Please complete this form and return to:** Citizens for Off-Leash Areas (COLA)  
 Attn: Dog-O-Ween  
 P.O. Box 80672  
 Seattle, WA 98108-0672  
 Phone: 206-264-5573    Email: dogoween@coladog.org    Web: www.dogoween.org

<b>Signature of Vendor</b>	<b>Date</b>
----------------------------	-------------

# **DOG-O-WEEN SPONSORSHIP FORM**

SPONSOR INFORMATION		
<b>Sponsor Name</b>	<b>Business Name</b>	
<b>Address</b>	<b>City, State, Zip</b>	
<b>Website URL</b>	<b>Phone</b>	<b>E-mail</b>
<b>Contact Name (if different from above)</b>	<b>Contact Phone</b>	<b>Contact E-Mail</b>

SPONSOR LEVEL
<input type="checkbox"/> <b>Platinum (\$5,000.00) - LIMITED TO ONLY ONE COMPANY! CALL TO ENSURE AVAILABILITY.</b> <ul style="list-style-type: none"> <li>• Exclusive "[Your Company] Presents" sponsorship of 2005 Dog-O-Ween.</li> <li>• Your logo prominently displayed on the event poster and in all print advertisements.</li> <li>• Exclusive banner ad on the COLA website and the Dog-O-Ween website for the entire month of October, 2005.</li> <li>• A spot as one of our costume contest celebrity judges.</li> <li>• Public recognition at the event.</li> <li>• Your banner or signage on the main stage.</li> <li>• Free vendor booth.</li> <li>• Logo, phone number, and website URL will appear in the Dog-O-Ween event catalog and on the Dog-O-Ween website.</li> <li>• Logo, phone number, and website URL will appear in the December 2006 edition of COLA's newsletter, <i>The Watchdog</i>.</li> </ul>
<input type="checkbox"/> <b>Gold (\$1,000.00) - LIMITED TO ONLY THREE COMPANIES! CALL TO ENSURE AVAILABILITY.</b> <ul style="list-style-type: none"> <li>• Business logo on event poster and in all print advertisements.</li> <li>• Public recognition at the event.</li> <li>• Your banner or signage at event entrance.</li> <li>• Free vendor booth.</li> <li>• Logo, phone number, and website URL will appear in the Dog-O-Ween event catalog and on the Dog-O-Ween website.</li> <li>• Logo, phone number, and website URL will appear in the December 2006 edition of COLA's newsletter, <i>The Watchdog</i>.</li> </ul>
<input type="checkbox"/> <b>Silver (\$500.00)</b> <ul style="list-style-type: none"> <li>• Public recognition at the event.</li> <li>• Your banner or signage at event entrance.</li> <li>• Free vendor booth.</li> <li>• Logo, phone number, and website URL will appear in the Dog-O-Ween event catalog and on the Dog-O-Ween website.</li> <li>• Logo, phone number, and website URL will appear in the December 2006 edition of COLA's newsletter, <i>The Watchdog</i>.</li> </ul>

**APPLICATION MUST BE RECEIVED BY COLA NO LATER THAN AUGUST 31, 2006!**

**Please complete this form and return to:** Citizens for Off-Leash Areas (COLA)  
 Attn: Dog-O-Ween  
 P.O. Box 80672  
 Seattle, WA 98108-0672  
 Phone: 206-264-5573 Email: dogoween@coladog.org Web: www.dogoween.org

Please make checks payable to COLA. Once your form is processed, we will contact you with further information and instructions.

<b>Signature of Sponsor</b>	<b>Date</b>
-----------------------------	-------------