

WinniPAWsaukee Diving into Fall Festival



A Fundraising Event Benefiting Old Dogs Go to Helen

Prepared For

Old Dogs Go to Helen

New Hampshire Nonprofit — Hospice Care for Senior Dogs

Prepared By

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Event Overview

The **WinniPAWsaukee Diving into Fall Festival** is a two-day pet-friendly community event designed to raise funds and awareness for **Old Dogs Go to Helen**, a New Hampshire nonprofit dedicated to giving hospice dogs the love, dignity, and specialized care they deserve in their final chapter of life.

Held tentatively on **October 3rd and 4th, 2026**, this fall festival will feature **DockDogs® dock-diving competitions**, exciting pet-focused activities, local artisans, small businesses, pet-product vendors, food trucks, and interactive experiences for families and their furry companions.

This event aims to create a joyful, engaging, dog-centered celebration while spotlighting the mission of Old Dogs Go to Helen and raising critical financial support for their hospice program.

Expected Attendance

500–3,000+ attendees over the course of the weekend (estimate varies based on venue size and marketing impact).

Sponsorship Opportunities

Sponsorship Levels

Level **Includes**

Top Dog Sponsor – \$2,500 Logo on banners, shirts/bags, stage • Public recognition • All marketing inclusion • Up to five 10x10 vendor spaces • Option to provide products/samples for DockDog Team Goodie Bags

Best in Show – \$1,000 Up to three 10x10 spaces • Logo on banners/materials • Eligible to include promotional items or samples in DockDog Goodie Bags

Furry Friend Sponsor – \$500 Up to two 10x10 spaces • Logo on website/programs • Welcome to include small promotional items in goodie bags

Community Paw-tner – \$250 One 10x10 vendor space • Logo on programs + digital promotions • May provide light promotional materials

Vendor Only – \$100 One 10x10 vendor space • Goodie Bag inclusion optional

Application Form

(email completed application to winnipawsaukee@trulymindful.co or mail to 20 Dearborn Road Apartment 26, Northfield, NH 03276)

Business Name: _____

Contact Person: _____

Email: _____

Phone: _____

Website/Social Media: _____

Sponsorship/Vendor Level Selected: _____

Description of Products/Booth:

Competitor Bag Participation (Optional — but encouraged!)

Each year, DockDog competitors receive welcome bags packed with treats, promos, fun dog swag, samples, coupons and surprises.

Would you like to contribute items for the DockDog Competitor Goodie Bags?

- Yes — we would love to!
 Not this year

If yes, please describe what you would like to include (treats, toys, business cards, samples, coupons, promo products, etc.):

This is a fun and effective way to get products into the hands of active dog lovers and expand brand visibility! 🐾

Delivery Options for Goodie Bag Items:

Items may be mailed or dropped off prior to the event OR distributed directly at your booth. However, please note:

*Visitors browsing vendors will not be limited to DockDog teams.
If you wish to be certain **all competing teams** receive your items,
we recommend **sending items ahead of time** so Goodie Bags can be pre-packed
and distributed to all teams at check-in — where they will also be used to carry
purchases throughout the weekend.*

Electricity Needed? Yes No

Signature: _____ **Date:** _____