

Keep the Tail Wagging® | Keeping it Raw™ | Seattle Natural Pet Expo



SPONSORSHIP PROSPECTUS

Keeping it Raw*Seattle Natural Pet Expo

1 August 2020 – Seattle, WA

The fresh food community is growing rapidly with more pet parents looking for alternatives to processed diets and traditional care for their dogs and cats. Pet parents want to learn ways to raise happier, healthier dogs and cats.

The Pacific Northwest is a mecca for pet lovers and holistic living, but we don't have an educational event to support our pet parent population. Until now! We are excited to announce the first annual Keeping it Raw*Seattle Natural Pet Expo, which will be held in Seattle, Washington on Saturday, August 1, 2020, with sessions that will appeal to dog and cat lovers.

We expect the 2020 event to be HUGE given the growing speaker line-up, which includes Rodney Habib of Planet Paws (the largest Facebook page appealing to pet parents), William Hoekman of Answers Pet Food, and The Two Crazy Cat Ladies, Jae Kennedy and Adrienne Lefebvre.

We anticipate over 200 attendees, more than 10 national and international speakers, and an exhibition hall of 20 booths. This is an invaluable opportunity to build awareness for your brand among an audience of people devoted to their pets around the Pacific Northwest and beyond.

We offer a wide range of sponsorship opportunities to suit your needs outlined in this prospectus. Highly sought after positions will sell out so we encourage you to get in quick.

On behalf of the entire Keeping it Raw*Seattle Natural Pet Expo team, I hope you'll choose to partner with us for what's shaping up to be an exciting event!

Sincerely
Kimberly Gauthier
President of Keep the Tail Wagging® and Keeping it Raw*Seattle Natural Pet Expo

3Tag fZV=Vb[Y[fDSi fEVSf^W@SfgoS^BV7j ba

- - - -

Keeping it Raw is a one-day event where dog and cat lovers come together to learn about raising happy, healthy pets. This event will host pet professionals in the natural pet space who will lead sessions about animal health, behavior, and nutrition. And attendees will be able to network with local and national business in the natural pet space in our exhibition hall.



3Tagf = \W'fZVFS[^i SYC YC

- - - -

Keep the Tail Wagging® is an educational company with global reach dedicated to raising awareness of natural alternative canine care for curious pet parents looking to be well informed. Keep the Tail Wagging® provides articles, books, videos, recipe cards, and online databases via our talented team of passionate pet parents who want to raise awareness of the value of feeding a fresh diet to their pets.



3Tagf = [TWk'9SgfZ[Md

- - - -

I believe that my love of dogs is in my DNA, inherited from a father who loved animals and had an amazing connection with dogs. My first dog, Jackson, a Sheltie, was fed whatever food was on sale or had a great commercial. We used flea collars, flea dips, chained him outside, and subjected him to regular vaccinations. It's amazing how times have changed.

After years of having cats, I brought home a set of littermates after my boyfriend and I found our dream home. Rodrigo and Sydney were the light of my life and I couldn't have been happier to have these adorable beings to wake up to every day. I had no way of knowing that they would become the origin story for a successful blog about raw feeding for dogs that would lead to two published books, speaking engagements, and more.

It started with diarrhea. Rodrigo always had diarrhea and the vet told me not to worry, this is normal. Then he started getting ear infections and the vet said that this was normal. And then the skin rashes, itchy skin, limping, and paw licking. Again, the vet said that was normal. Rodrigo is a rescue, he said, and rescues are a mess and my dog probably wouldn't live long after three and I should probably consider having his leg amputated. What?!?!?!?

Around the same time the veterinarian shared his advice, I began hearing about raw feeding. Changing Rodrigo's food from this kibble to that kibble wasn't helping, the veterinarian didn't have a viable solution, maybe this "raw feeding" thing will be the answer. It was. In Spring 2013, I made a call to Darwin's Natural Pet Products that would change my dog's life (and my own). Within two weeks of feeding my dogs a partial raw diet (raw in the morning, kibble in the evening), I saw a huge difference in Rodrigo's health. Three months later, our dogs were 100% raw fed.

I began sharing my experience with my dogs and raw feeding a year later on my blog Keep the Tail Wagging®. There was a tremendous amount of information out there, but it was confusing, contradictory, and the raw feeding groups were intimidating. I wanted to be a positive voice that shared information without pressuring people to do it my way. Today, over 200,000 people visit my blog each month to read about my dogs. And with four dogs on a raw diet and one cat on a partial raw diet, I have a lot to say. So much that my experience has inspired two books and I'm currently working on books three and four.

I hope you join Katrina and me as our raw journey continues.

3Tagf =Sfd S`A` VdSUW

- - - -

Growing up in Nebraska, I had been around dogs and cats my entire life. My parents got a golden retriever a few months before I was born. Sam, the golden was my nanny and best friend. As a young person, I was drawn to animals much more than people. Many would say that is still the case today!

While in college, I consistently had a cat or two. As I was graduating from the University of Nebraska with a bachelor's degree and stepping into my master's program in anthropology, I knew it was time to get another dog. Sally, my boxer, came into my life, changing it forever! Sally had horrible food and environmental allergies. She is my "why."

My raw journey began in 2002. After a divorce that left me struggling to pay \$500 per month for Sally's allergy shots, I knew I needed a better solution. My research quickly led me to raw, but there wasn't much to draw from. I ordered the first raw book I could find and never looked back....not even to see if I was doing it correctly. I fed an unbalanced diet that consisted of chicken drumsticks or backs and occasionally I would add a veggie mix. That's it – I did that for a decade. For years, I didn't even use bowls, just handed out drumsticks. I was that uneducated raw feeder that veterinarians are so afraid of. I was incredibly lucky, my dogs didn't have any health issues related to diet. Sally lived to be 14 years old; bulldog, Jack, was nearly 12 years old when he passed; and lab, Myra, was 13 years old when she passed.

In 2011, I had the opportunity to welcome two Bengal cats into my home. I again turned to the Internet for information. After finding a few good sites and recipes – I was off! I was able to convince the breeder to start my guys on raw before I brought them home. It was really easy. There are few sounds that bring me more joy than hearing my little Bengal, Seymour chomping away on a chicken neck.

Then, in 2014, after Jack and Sally had passed, it was finally time to get the breed that had always been my dream dog, a Great Dane! It had been more than a decade since I fed a raw diet to a puppy. I knew I needed to do some research. This time around, my mind was blown with how much information there was. There were books, websites, commercial raw, supplements, co-ops. My mind was blown; it was like I was a newbie all over again! And then, I found this blog and blogger. Keep the Tail Wagging and Kimberly landed in my life at the perfect time.

Today, I share my home with Mike my husband, Great Danes Mayer and Frankie; and Bengals Ichabod and Seymour. When I'm not with my crew, I spend much of my time running a senior living community in Seattle. I hope you join Kimberly and me as our raw journeys continues.

3ffWWWBdaX^W

Keeping it Raw*Seattle Natural Pet Expo anticipates more than 200 dog and cat lovers from the Pacific Northwest, and beyond, who are interested in raising their pets naturally. Keep the Tail Wagging® 's audience is 90% women and we expect to see this reflected in the attendees of our inaugural event. However, we won't be leaving our Dog and Cat Dads out of the mix; all pet parents are welcome.

We expect that most attendees have multiple pets and are familiar with raw feeding, holistic medicine, and have an interest in raising their pets naturally in an effort to give them a happier, longer life.



Eba` eadeZ[b'Abbadfg` [f[Ve

- - - - -

Category / Item	Quantity	Investment	Page
Platinum Sponsor	1	\$10,000	10
Gold Sponsor	2	\$7,500	11
Silver	3	\$5,000	12
Bronze	5	\$3,500	13
Exhibitors*	9	\$300 per booth	

*All sponsorships include a booth in the Exhibitor Hall



B/Sf[g_ `Eba` ead/#3hS[ST^M" # 1" "" "

Before the Conference

- Platinum Sponsorship acknowledgment and logo on the Keep the Tail Wagging® website
- Partner logo on all event marketing
- Organization name, logo, and 300-word company profile on the Keep the Tail Wagging® website
- Provided with the ' CebhWfcbafbe'bY>XXc\az`gETj` _bZb for use on marketing material

During the Conference

- Joint branding on Keeping it Raw Agenda cover
- Five-minute speaking opportunity at the Conference
- Inside Cover, Full page advertisement in the Keeping it Raw Agenda
- Organization name, logo and 300-word company profile in the Keeping it Raw Agenda
- Complimentary table in the exhibit area
- 2 attendee passes to Happy Hour and Event

After the Conference

- Sponsor acknowledgment in the Keeping it Raw 2020 post-event report
- Photos of the event will be displayed on the Keep the Tail Wagging® social media pages indefinitely
- Organization details on the Keep the Tail Wagging® website to remain on the website indefinitely
- First right of refusal for the Venue Sponsorship at Keeping it Raw 2021

9aV'Eba` ead/\$3hS['ST^M")f ""

Before the Conference

- Gold Sponsorship acknowledgment and logo on the Keep the Tail Wagging® website
- Partner logo on all event marketing
- Organization name, logo, and 300-word company profile on the Keep the Tail Wagging® website
- Provided with the ' CebhWfcbafbe'bY>Xxc\az`gETj` &\$&\$ `bZb for use on marketing material

During the Conference

- Full page advertisement in the Keeping it Raw Agenda cover
- Organization name, logo and company profile in the Keeping it Raw Agenda
- Complimentary table in the exhibitor area
- 1 attendee pass to Happy Hour and Event

After the Conference

- Sponsor acknowledgment in the Keeping it Raw 2020 post-event report
- Photos of the event will be displayed on the Keep the Tail Wagging® social media pages indefinitely
- Organization details on the Keep the Tail Wagging® website to remain on the website indefinitely
- First right of refusal for the Venue Sponsorship at Keeping it Raw 2021

E[1hWBSof Vd/ %3hS[STVM" P" ""

Before the Conference

- Silver Sponsor acknowledgment and logo on the Keep the Tail Wagging® website
- Partner logo on all event marketing
- Organization name, logo, and 300-word company profile on the Keep the Tail Wagging® website
- Provided with the ' CsbhWfcbafbe'bY>XXc\az`gETj` &\$&\$ `bZb for use on marketing material

During the Conference

- Half page advertisement in the Keeping it Raw Agenda
- Organization name, logo and company profile in the Keeping it Raw Agenda
- Complimentary table in the exhibitor area
- 1 attendee pass to Happy Hour and Event

After the Conference

- Sponsor acknowledgment in the Keeping it Raw 2020 post-event report
- Photos of the event will be displayed on the Keep the Tail Wagging® social media pages indefinitely
- Organization details on the Keep the Tail Wagging® website to remain on the website indefinitely
- First right of refusal for the Venue Sponsorship at Keeping it Raw 2021

4da` I VBSof Vd/ `3hS[STVM"% ""

Before the Conference

Bronze Sponsor acknowledgment and logo on the Keep the Tail Wagging® website

Partner logo on all event marketing

Organization name, logo, and 300-word company profile on the Keep the Tail Wagging® website

Provided with the  for use on marketing material

During the Conference

1/3 page advertisement in the Keeping it Raw Agenda

Organization name, logo and company profile in the Keeping it Raw Agenda

Complimentary table in the exhibitor area

1 attendee pass to Happy Hour and Event

After the Conference

Sponsor acknowledgment in the Keeping it Raw 2020 post-event report

Photos of the event will be displayed on the Keep the Tail Wagging® social media pages indefinitely

Organization details on the Keep the Tail Wagging® website to remain on the website indefinitely

First right of refusal for the Venue Sponsorship at Keeping it Raw 2021

TERMS & CONDITIONS

These are the terms and conditions which apply to all conference and events, managed organized or executed by Keep the Tail Wagging® LLC (herein after called Keeping it Raw*Seattle Natural Pet Expo or SNPE), and form an agreement between you and us. We will not file a copy of our agreement with you. These terms and conditions are available in the English language only.

By booking a SNPE Conference, you accept these terms and conditions. You should read them carefully before making a booking. We recommend you save a copy of them for your future reference.

You acknowledge that the venue, timings, speakers and program of any SNPE Conference are subject to reasonable changes.

The unauthorised use of photographic and recording equipment is prohibited at any SNPE Conference.

If you cancel your SNPE Conference booking, or do not attend the event, the event fee will not be refunded.

Please ensure you take care of your personal possessions during any SNPE Conference as Keep the Tail Wagging® LLC cannot accept any liability for them.

Filming and photography may take place at all SNPE Conference. You consent to your image and likeness being used in marketing and films without any payment to you.

For the safety of all attendees, SNPE Conference are 'weapons free' and all conference participants, including staff, volunteers, and attendees, are banned from possessing any object or substance intended to cause injury to others, including but not limited to firearms.

SNPE Conference are committed to creating an environment where everyone can participate without harassment, discrimination, or violence of any kind. All meeting participants must be treated with respect and consideration. Registration for the conference is considered an agreement to abide by this code of conduct.

Harassment of any participant (attendees, speakers, volunteers, exhibitors, staff members, service providers, organizers, or meeting guests) will not be tolerated.

Unacceptable behavior includes (but is not limited to) unwanted verbal attention, unwanted touching, intimidation, stalking, shaming, or bullying.

Discrimination on the basis of gender or gender identity, sexual orientation, age, disability, physical appearance, race, religion, national origin, or ethnicity will not be tolerated. Harassment presented in a joking manner is still harassment and constitutes unacceptable behavior. Retaliation for reporting harassment is also unacceptable, as is reporting an incident in bad faith.

We may revise our terms and conditions from time to time, for example to reflect changes in relevant laws or regulatory requirements or improvements we make to the SNPE Conference.

This agreement shall be governed by and construed in accordance with American law and the parties agree that the American courts shall have non-exclusive jurisdiction in relation to this agreement.

These terms and conditions are a contract between you and us. No other person shall have any right to enforce any of the terms.

