



**Canine Adoption and Rescue League  
12<sup>th</sup> Annual  
Pooch Parade Dog Walk & Pet Expo**

Dear C.A.R.L. Supporter:

It's that time again! Our 12<sup>th</sup> Annual Pooch Parade Dog Walk & Pet Expo! The event will take place at the San Buenaventura State Beach Park, Ventura, California on July 19<sup>th</sup> from 9:00 AM – 4:00 PM. Last year's event was a great success and this year will be even better! As part of our outreach efforts in the community, the theme for our 12<sup>th</sup> Pooch Parade event is "**Wags for Wellness: Protect, Prevent, Provide**" which emphasizes a holistic approach to ensuring the safety and well being of your pet throughout all stages of his/her life. As such, we will be incorporating this theme in fun and exciting ways at all our booths and we invite all our non-profit groups to join us in thinking of creative ways to emphasize this theme in their booths. The traditional dog walk or "Pooch Parade" will take participants along the beach as we did last year and conclude at the park. After the walk everyone will enjoy pet contests, demonstrations, food, silent auction, fun pet photos, nail clips for tips booth, adoptions through local rescuers and exciting pet related vendors. More than 2,000 people and paws attended last year – being back at the beach will draw even more! Remember, we have to limit the amount of booths to around 40 be sure so get your registration in right away!

**Join us by hosting a vendor booth at the expo! Here are the details:**

- Registration cost is \$130.00 for a 10' x 10' booth. Please note additional details in the attached registration form.
- **Per park regulations 6% of gross made at the event is payable to the San Buenaventura State Beach Park.**
- All vendors confirmed by June 15th will be listed in our 2009 Pooch Book program with your company name, phone number and websites. This is given to all who attend that day and will be distributed throughout the year.
- **Please call Irra at (805) 236-6228 or email: [irra\\_s@yahoo.com](mailto:irra_s@yahoo.com)**

We will also be placing display ads in several Ventura and Santa Barbara print publications. Funds raised from this event will help offset the many supplies, medical expenses, and obedience training for dogs in Canine Adoption and Rescue League's Second Chance adoption program. C.A.R.L. is a Ventura County based non-profit dog/puppy rescue and placement organization founded in 1996. Our mission is to place unwanted, abandoned and homeless dogs into pre-screened, responsible, permanent homes. Through 2008, over 3,000 dogs and puppies were placed into new homes and given a second chance. Thank you in advance for your support and we look forward to seeing you at the walk!

With Regards,

Sharon Clark  
Board President

**Canine Adoption and Rescue League's  
12th Annual  
Pooch Parade Dog Walk & Pet Expo  
Sunday, July 19, 2009**

Vendor Booth Reservation Form

Business/Organization \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

Contact Person \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_ Fax: \_\_\_\_\_

- Vendors registered by June 15, 2009 will be listed by company, phone number or Website in our 2009 Pooch Book and will receive 1 free parking pass to the San Buenaventura State Beach Park.
- Please indicate your options below:

Description	Cost (\$)	Nos. Requested
Booth – 10 ft x 10 ft	\$130 / booth	
Canopy – 10 ft x 10 ft	\$75 / canopy	
Table – 6 ft	\$8 / table	
Chair	\$2 / chair	
Parking Pass	\$8/ parking pass	
<b>TOTAL</b>		
Package - 1 booth, 1 canopy, 1 table and 2 chairs	\$200	
Parking Pass	\$8/ parking pass	
<b>TOTAL</b>		

**Per park regulations 6% of gross made at the event is payable to the park.** A detailed follow-up letter will be sent out to you in June with further details. This will include logistics, map of the event, and your parking pass for one vehicle.

**Mail Vendor Registration form and payment to: C.A.R.L., P.O. Box 5022, Ventura, CA 93005, ATTN: Irra Core**

**You can also help in one of more of the following ways! (check all that apply):**

- Auction:** A limited number of auction items will be on display during the event. Your auction donation is tax deductible! A letter listing the value will be mailed to you post event for your files. Additional auction info will be faxed to you.
- Form a Team:** You only need four or more! Great team prizes! We'll mail everything you need to get started.
- Mail A Donation!** Amount enclosed: \$ \_\_\_\_\_ (A tax deductible letter will be mailed for your records)

Mail Silent Auction Donations to: C.A.R.L., Attn: Stacy @ C.A.R.L. P.O. Box 5022, Ventura, CA 93005 or fax form to [805] 652-0435 492-0601. Or Ship Items To: C.A.R.L. 3004 Telegraph Rd., Ventura, CA, 93003

**Organizational Information for the 2009 Pooch Book:**

Business/Organization \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

Contact Person \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_ Fax: \_\_\_\_\_