

BARK
MUSIC
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WALK

pet palooza
festival &
 **WALK**
humane
society
of charlotte for the animals

SPONSORSHIP
INFORMATION

APRIL 21 • INDEPENDENCE PARK

2018



**SATURDAY
APRIL 21
2018**

ABOUT PET PALOOZA AND THE HUMANE SOCIETY OF CHARLOTTE

Being a part of Pet Palooza is a great way to promote your business while making a difference in the lives of thousands of animals in the Charlotte-Mecklenburg region. We have many different sponsorship levels.

WHEN: April 21, 2018 in beautiful Independence Park, Charlotte, 10 am - 3 pm

WHAT IS PET PALOOZA: It is the Humane Society of Charlotte's annual fundraising walk and pet festival. The event includes a vendor fair, adoption area, pet contests, music, beer & wine garden, food trucks and many fun activities for people and pets alike. There's something for everyone!

WHO IS THE HUMANE SOCIETY OF CHARLOTTE: We are a community resource committed to improving the lives of companion animals through adoption, spay/neuter and education. We are a private 501c(3) non-profit organization that receives no federal, state, or local funding and relies solely on private donations and volunteers to advance our mission.

LEARN MORE ABOUT HSC AT HUMANECHARLOTTE.ORG

FAST FACTS

- Annually, the Humane Society of Charlotte assists over **24,000** animals and their families through adoption and outreach programs in our community.
- Last year, we placed **2,700** dogs and cats in their new loving homes.
- The spay/neuter clinic performs nearly **13,000** spay/neuter surgeries annually, preventing thousands of unwanted births.
- Spay/neuter surgery fees range from **\$30 - \$75**. Adoption fees are variable, allowing us to provide top quality care for all animals.
- HSC's Critter Care Wednesday Wellness Clinic administers more than **8,000** vaccines each year.
- We average over **85-110** animals on site, in foster care and available for adoption at any given time.
- HSC's pet food bank distributes over **19,000** pounds of food to those in need.
- Thanks to the HSC's partnership with the ASPCA and Charlotte-Mecklenburg Animal Care & Control, we have improved the live outcome rate in the Charlotte region from 48% in 2013 to **72.6%** as of September 2017.

PETPALOOZACHARLOTTE.ORG

SPONSORSHIP LEVELS 2018

ALPHA DOG PRESENTING SPONSOR \$10,000

PRE-EVENT BENEFITS

- Company listed as Presenting Sponsor in all media releases and promotional materials
- Company logo and link on Pet Palooza website and Walk for the Animals web page
- Logo on promotional fliers distributed throughout the Charlotte area
- 20 Complimentary walk registrations and event t-shirts for your company's participants
- Sponsorship mention in HSC's e-newsletter (emailed to 41,200+) - up to 4 emails, depending on date of sponsorship commitment
- Announcement of sponsorship on Facebook (33,000+), Twitter (6,900+) and Instagram (5,200+) with link to your website or social media platform

AT THE EVENT BENEFITS

- Public acknowledgement throughout event by emcees
- Company logo on event t-shirts
- Company representative to begin the walk and main stage activities with opening remarks
- Company logo printed on souvenir dog bandanas
- Opportunity for a presence in beer & wine garden area
- Your company banner displayed on the start / finish line of the walk (provided by sponsor)
- Company's advertisement or personalized message on 2 route markers for the walk
- Logo on "All Sponsors" banner prominently displayed at the main stage
- Logo on event signage
- 15x10 Vendor space in prime location



POST-EVENT BENEFITS

- Company mention in HSC's May and June e-newsletter (emailed to 41,200+)
- Company mention on Facebook (33,000+), Twitter (6,900+) and Instagram (5,200+)

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SPONSORSHIP LEVELS 2018

FAT CAT SPONSOR \$5,000

PRE-EVENT BENEFITS

- 10 Complimentary walk registrations and event t-shirts for your company's participants
- Sponsorship mention in HSC's e-newsletter (emailed to 41,200+) - up to 3 emails, depending on date of sponsorship commitment
- Company logo and link on Pet Palooza website
- Announcement of sponsorship on Facebook (33,000+), Twitter (6,900+) and Instagram (5,200+) with link to your website or social media platform

AT THE EVENT BENEFITS

- Your company banner displayed on the start / finish line of the walk (provided by sponsor)
- Company logo on event t-shirts
- Company's advertisement or personalized message on one route marker for the walk
- Logo on "All Sponsors" banner prominently displayed at the main stage
- Logo on event signage
- 15x10 Vendor space in prime location

POST-EVENT BENEFITS

- Company mention in HSC's May and June e-newsletter (emailed to 41,200+)



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SPONSORSHIP LEVELS 2018

WALK SPONSOR \$2,500

PRE-EVENT BENEFITS

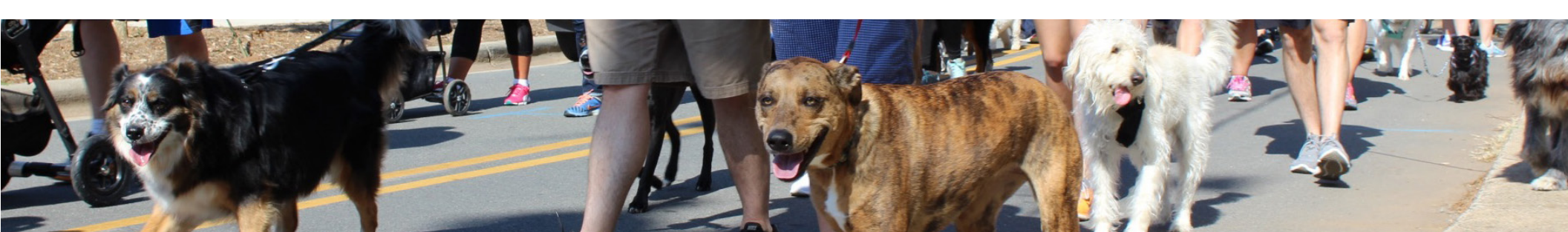
- Company logo and link on Pet Palooza website
- Announcement of sponsorship on Facebook (33,000+), Twitter (6,900+) and Instagram (5,200+) with link to your website or social media platform

AT THE EVENT BENEFITS

- Company Representative to begin 2K Walk with opening comments
- Company can provide a 2K Walk sample bag or virtual online goodie bag
- Complimentary Walk Registration for unlimited company employees
- Company stand at the 1K marker (along walk route) - may distribute water/dog treats/bananas
- Logo on "All Sponsors" banner prominently displayed at event
- Company logo on event t-shirt
- 15x10 Vendor space in prime location

POST-EVENT BENEFITS

- Company mention in HSC's May and June e-newsletter (emailed to 41,200+)



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SPONSORSHIP LEVELS 2018

PROUD PUP SPONSOR \$2,500

PRE-EVENT BENEFITS

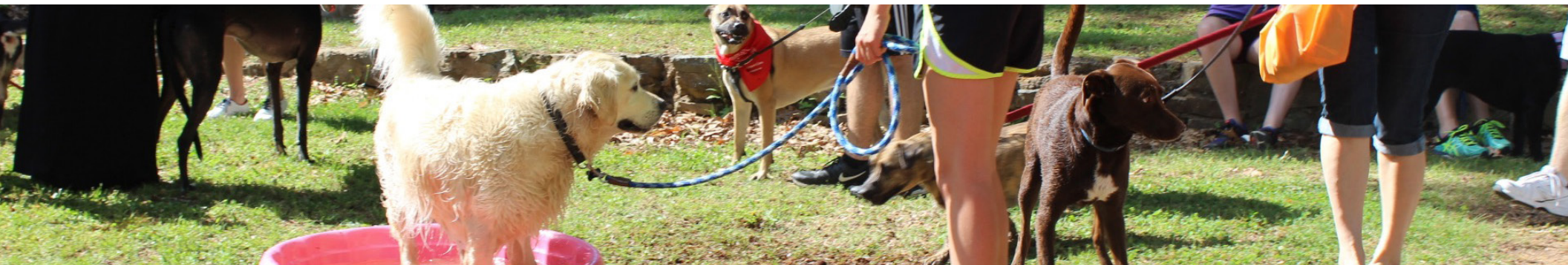
- Company logo and link on Pet Palooza website
- Announcement of sponsorship on Facebook (33,000+), Twitter (6,900+) and Instagram (5,200+) with link to your website or social media platform

AT THE EVENT BENEFITS

- Company logo on event t-shirts
- Company's advertisement or personalized message on one route marker for the walk
- Logo on "All Sponsors" banner prominently displayed at the main stage
- Logo on event signage
- 15x10 Vendor space in prime location

POST-EVENT BENEFITS

- Company mention in HSC's May and June e-newsletter (emailed to 41,200+)



PETPALOOZACHARLOTTE.ORG

EVENT AREA SPONSORSHIPS

An event area sponsorship is a great, affordable way to promote your business in some of the most popular areas of Pet Palooza. There are multiple sponsorship opportunities at each level.

BENEFITS

- Logo and link on the Pet Palooza website
- Announcement of sponsorship on Facebook (33,000+), Twitter (6,900+) and Instagram (5,200+)
- Logo on “All Sponsors” banner prominently displayed at the main stage
- Signage with your logo in the sponsored event area
- 15x10 Vendor space in prime location



EVENT AREAS

| | |
|---------------------|---------|
| • Main Stage | \$2,000 |
| • Picnic Paw-Vilion | \$1,500 |
| • Agility Ring | \$1,000 |
| • Adoption Area | \$750 |
| • Splash Zone | \$750 |

PETPALOOZACHARLOTTE.ORG



2018 SPONSORSHIP AGREEMENT FORM



PAYMENT OPTIONS

1. ONLINE

Register and pay online at: PetPaloozaCharlotte.org

2. CHECK

Mail check and completed form to the address on the right.

YES!

We would like to support the Humane Society of Charlotte by participating at the sponsorship level indicated below:

PET PALOOZA PRIMARY SPONSORSHIP LEVELS

____ Alpha Dog - \$10,000

____ Walk Sponsor - \$2,500

____ Fat Cat - \$5,000

____ Proud Pup - \$2,500

EVENT AREA SPONSORSHIPS

____ Main Stage - \$2,000

____ Adoption Area - \$750

____ Picnic Paw-Vilion - \$1,500

____ Splash Zone - \$750

____ Agility Ring - \$1,000

Company Name: _____

Company Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: _____

PLEASE RETURN FORM TO:

Humane Society of Charlotte

Pet Palooza Sponsorship
2700 Toomey Avenue
Charlotte, NC 28203

Kirsten Beals

Phone: 704.494.7711

Email: kbeals@humanecharlotte.org

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PET PALOOZA

2018 SPONSOR BENEFITS COMPARISON

PRE-EVENT Benefits

Company listed as “presenting sponsor” in all media releases and promotional mentions

Company logo on fundraising walk’s web page

Logo on promotional fliers distributed to businesses throughout the Charlotte area

Complimentary walk registration and event t-shirt for your company’s participants (must pre-register to guarantee t-shirt)

Sponsorship mention in HSC e-newsletter (emailed to 41,200+)

Company logo and link on HSC’s Pet Palooza web site

Announcement of sponsorship on Facebook (33,000+), Twitter (6,900+) and Instagram (5,200+) with link to your website or social media platform

DURING THE EVENT Benefits

Public acknowledgement throughout event by emcees

Company representative to begin walk and main stage activities with opening remarks

Company logo printed on souvenir dog bandanas

Your company banner displayed at the start/finish line of the walk (provided by sponsor)

Company logo on event t-shirt

Company’s advertisement or personalized message on a route marker for the walk

Logo on “All Sponsors” banner prominently displayed at the main stage

Logo on Event Signage

15x10 Vendor space in prime location

POST EVENT Benefits

Company mention in HSC’s May and June e-newsletter (emailed to 41,200+)

Company mention on Facebook (33,000+), Twitter (6,900+) and Instagram (5,200+) in re-cap post

Alpha Dog
\$10,000

Fat Cat
\$5,000

Proud Pup
\$2,500

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20

4 emails*

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* Number of mentions based upon sign up date.