



SPONSORSHIP INFORMATION

APRIL 27 • McALPINE CREEK PARK

2019

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.

WHAT IS PET PALOOZA: It is the Humane Society of Charlotte's annual fundraising walk and festival. The event includes a 3K dog walk, vendor fair, adoption area, music, beer garden, food trucks and many fun activities for people and pets alike. There's something for everyone!

WHEN: April 27, 2019
12 - 4 pm

WHERE: McAlpine Creek Park, Charlotte, NC


WHO IS THE HUMANE SOCIETY OF CHARLOTTE: The Humane Society of Charlotte is a community resource committed to delivering effective, innovative services that strengthen the human-animal bond and improve the lives of companion animals and the people who care about them. We are a private 501(c)(3) non-profit organization that receives no federal, state, or local funding and relies solely on private donations and volunteers to advance our mission.



EXPAND YOUR REACH OUR SUPPORTERS CAN BECOME YOUR SUPPORTERS



WEBSITE STATISTICS


25,686 UNIQUE
visitors per month (avg)


 **822.5**
average day **VISITS**


Highest date in 2018 was the day
before Pet Palooza
2,216 **APRIL 20**
visitors on



FACEBOOK STATISTICS

36,200
FOLLOWERS 


 **84%**
of followers are
FEMALE


81%
of followers
between
the ages of
18-54 



INSTAGRAM STATISTICS

 **7,907**
FOLLOWERS

 **81%**
of followers are
FEMALE

93%
of followers
between the
ages of 18-54 

LEARN MORE ABOUT US AT HUMANECHARLOTTE.ORG

PETPALOOZACHARLOTTE.ORG

TITLE SPONSOR \$25,000

PRE-EVENT BENEFITS

- Naming rights for the event and inclusion of logo on all promotional materials
- Logo and link in January/February/March/April e-newsletters (emailed to 45,400+)
- Announcement of sponsorship to nearly 50,000 social media followers (Facebook, Instagram, Twitter) with link to your website or social media platform
- Company recognition in all media releases
- Logo and link on Pet Palooza Walk website between December 2018 – November 2019
- Logo on promotional posters and yard signs distributed throughout the Charlotte area
- Logo on email blasts to walkers (approx. 750)
- Registration fee waived for your team (unlimited)



AT THE EVENT BENEFITS

- Company representative to begin the walk with opening remarks
- A prime location with direct access to animal lovers with two 15x10 booth spaces
- Public acknowledgement throughout event by emcees
- Premier logo placement on back of event t-shirt, distributed to approximately 750 walkers
- Logo featured on souvenir dog bandanas OR sponsor may provide branded bandanas
- Logo on banner displayed on the start / finish line of the walk
- Logo on all walk route markers
- Opportunity to provide branded goodie bags for walkers
- Logo on “All Sponsors” banner prominently displayed at the main stage
- Logo inclusion on event signage
- Option for branded inflatables provided by your company, displayed on either side of the start/finish line

POST-EVENT BENEFITS

- Logo and link in May e-newsletter (emailed to 45,400+)
- Recognition of support to nearly 50,000 social media followers (Facebook, Instagram, Twitter)
- Full page ad in 2019 Ties & Tails Gala program
- Acknowledgment in printed newsletter (mailed to 9,200+)
- Photo of booth used in future promotion of event

ALPHA DOG PRESENTING SPONSOR \$10,000

PRE-EVENT BENEFITS

- Announcement of sponsorship to nearly 50,000 social media followers (Facebook, Instagram, Twitter) with link to your website or social media platform
- Company recognition in all media releases
- Logo and link in March/April e-newsletters (emailed to 45,400+)
- Logo and link on Pet Palooza Walk website between December 2018 – November 2019
- Logo on promotional posters and yard signs distributed throughout the Charlotte area
- Logo on email blasts to walkers (approx. 750)
- Registration fee waived for 20 team members

AT THE EVENT BENEFITS

- Company representative to begin the walk with opening remarks (*If no title sponsor)
- A prime location with direct access to animal lovers with a 15x10 booth space
- Public acknowledgement throughout event by emcees
- Logo on banner displayed on the start / finish line of the walk
- Prominent Logo placement on back of event t-shirt, distributed to approximately 750 walkers
- Logo featured on souvenir dog bandanas OR sponsor may provide branded bandanas
- Logo on all walk route markers
- Opportunity to provide branded goodie bags for walkers
- Logo on “All Sponsors” banner prominently displayed at the main stage
- Logo inclusion on event signage

POST-EVENT BENEFITS

- Logo and link in May e-newsletter (emailed to 45,400+)
- Recognition of support to nearly 50,000 social media followers (Facebook, Instagram, Twitter)



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FAT CAT SPONSOR \$5,000

PRE-EVENT BENEFITS

- Announcement of sponsorship to nearly 50,000 social media followers (Facebook, Instagram, Twitter) with link to your website or social media platform
- Sponsorship mention in April e-newsletters (emailed to 45,400+)
- Logo and link on Pet Palooza Walk website between December 2018 – November 2019
- Registration fee waived for 10 team members

AT THE EVENT BENEFITS

- A prime location with direct access to animal lovers with a 15x10 booth space
- Logo placement on back of event t-shirt, distributed to approximately 750 walkers
- Opportunity to provide item for walker goodie bags
- Logo on “All Sponsors” banner prominently displayed at the main stage
- Logo inclusion on event signage

POST-EVENT BENEFITS

- Logo and link in May e-newsletter (emailed to 45,400+)
- Recognition of support to nearly 50,000 social media followers (Facebook, Instagram, Twitter)



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PROUD PUP SPONSOR \$2,500

PRE-EVENT BENEFITS

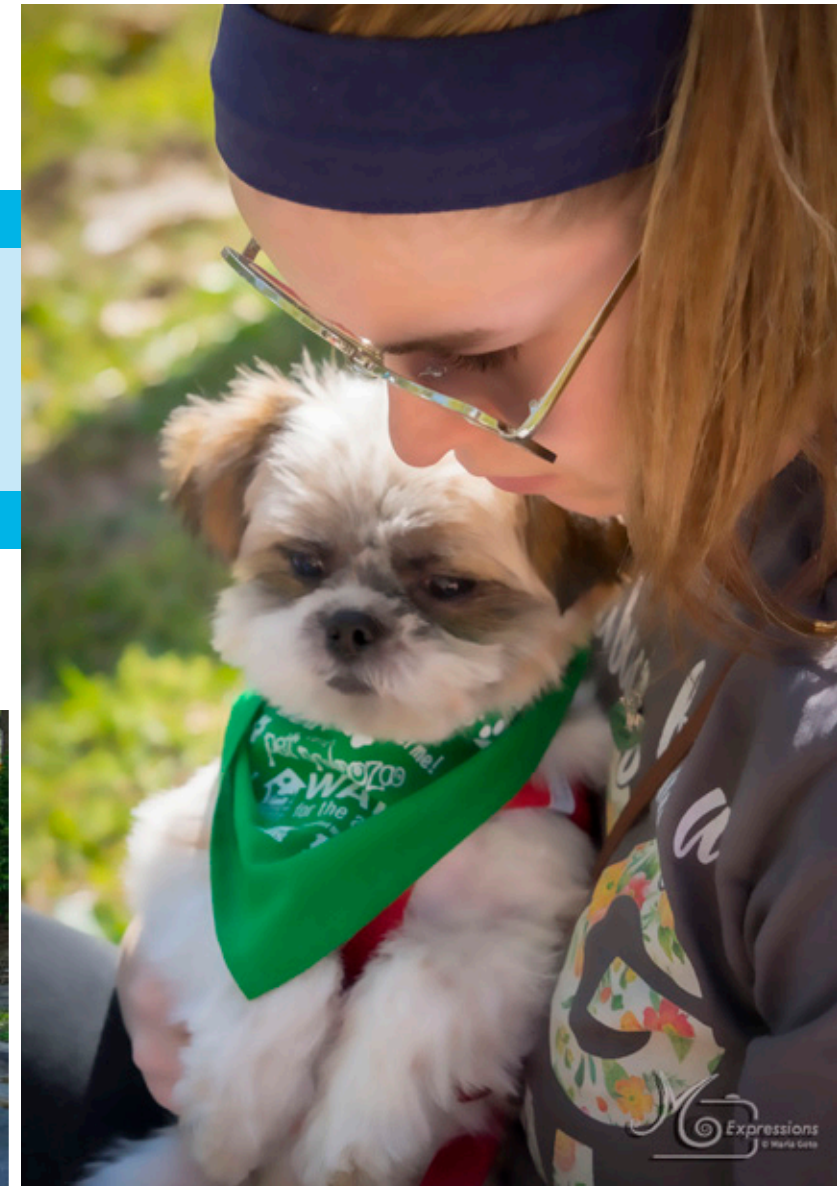
- Logo and link on Pet Palooza Walk website between December 2018 – November 2019
- Announcement of sponsorship to nearly 50,000 social media followers (Facebook, Instagram, Twitter) with link to your website or social media platform

AT THE EVENT BENEFITS

- A prime location with direct access to animal lovers with a 15x10 booth space
- Logo placement on back of event t-shirt, distributed to approximately 750 walkers
- Logo on “All Sponsors” banner prominently displayed at the main stage
- Logo inclusion on event signage

POST-EVENT BENEFITS

- Logo and link in May e-newsletter (emailed to 45,400+)



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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 Pet Palooza Walk website between December 2018 – November 2019
- Logo on “All Sponsors” banner prominently displayed at the main stage
- Signage with your logo in the sponsored event area
- A prime location with direct access to animal lovers with a 15x10 booth space



EVENT AREAS

• Main Stage	\$2,000 EXCLUSIVE
• Picnic Paw-Vilion	\$1,500 EXCLUSIVE
• Agility Ring	\$1,000 EXCLUSIVE
• Adoption Area	\$750
• Kids Corner	\$750

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2019 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 SPONSORSHIPS

____ Title Sponsor - \$25,000

____ Alpha Dog - \$10,000

____ Fat Cat - \$5,000

____ Proud Pup - \$2,500

EVENT AREA SPONSORSHIPS

____ Main Stage - \$2,000

____ Adoption Area - \$750

____ Picnic Paw-Vilion - \$1,500

____ Kids Corner - \$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

Special Events Manager

Phone: 704.494.7711

Email: events@humanecharlotte.org

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PET PALOOZA

2019 SPONSOR BENEFITS COMPARISON

	Title \$25,000	Alpha Dog \$10,000	Fat Cat \$5,000	Proud Pup \$2,500
PRE-EVENT Benefits				
Company naming rights	•			
Company recognition in all media releases	•	•		
Logo on yard signs	•	•		
Complimentary walk registration	unlimited	20	10	
Sponsorship mention in e-newsletter	•	•	•	
Company logo and link on web site	•	•	•	•
Announcement of sponsorship on social media platforms	•	•	•	•

DURING THE EVENT Benefits				
Public acknowledgement throughout event	•	•		
Company representative to begin walk with opening remarks	•	•		
Company logo on souvenir dog bandanas	•	•		
Company logo on banner at the start/finish line of the walk	•	•		
Company logo on event t-shirt	•	•	•	•
Company's ad on a route marker for the walk	all	2	1	1
Logo on "All Sponsors" banner	•	•	•	•
Logo on Event Signage	•	•	•	•
15x10 Vendor space in prime location	2	1	1	1

POST EVENT Benefits				
Company mention in e-newsletter	•	•	•	•
Company mention in social media recap post	•	•		