



SPONSORSHIP INFORMATION

APRIL 25 • SOUTHSIDE PARK 2645 TOOMEY AVENUE (ACROSS FROM THE SHELTER)

2020

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 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!

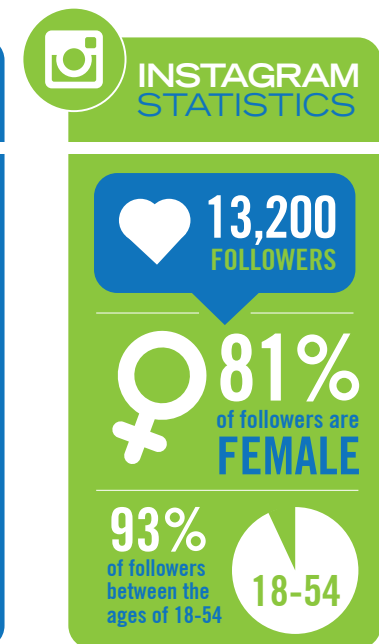
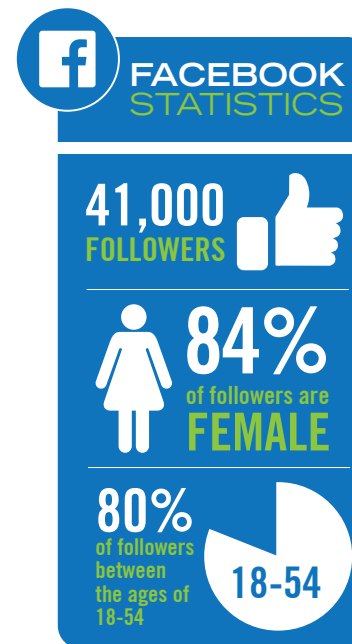
WHEN: April 25, 2020
11 am - 3 pm

WHERE: Southside Park
2645 Toomey Avenue
Charlotte, NC 28203

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



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 48,000+)
- Announcement of sponsorship to nearly 55,000 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 2019 – November 2020
- Logo on promotional posters and yard signs distributed throughout the Charlotte area
- Logo on all email blasts
- Registration fee waived for 10 team members



AT THE EVENT BENEFITS

- Opportunity for 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
- Logo featured on souvenir dog item
- Logo on banner displayed on the start / finish line of the walk
- Logo on “All Sponsors” banner prominently displayed at the main stage
- Logo inclusion on event signage
- Opportunity to provide branded goodie bags for walkers

POST-EVENT BENEFITS

- Logo and link in May e-newsletter (emailed to 48,000+)
- Recognition of support to nearly 55,000 social media followers (Facebook, Instagram, Twitter)
- Full page ad in 2020 Ties & Tails Gala program
- Acknowledgment in printed newsletter (mailed to 9,200+)
- Photo of booth used in future promotion of event



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ALPHA DOG PRESENTING SPONSOR \$10,000

PRE-EVENT BENEFITS

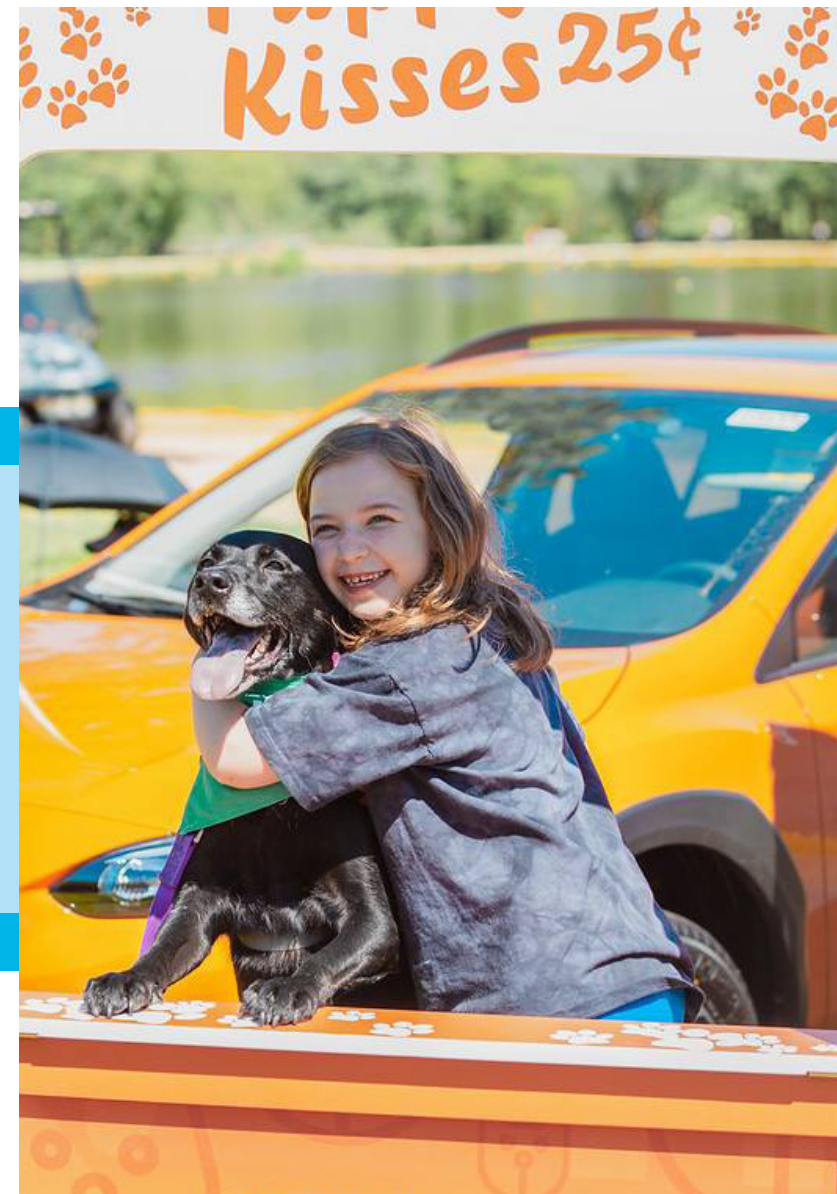
- Announcement of sponsorship to nearly 55,000 social media followers (Facebook, Instagram, Twitter) with link to your website or social media platform
- Company recognition in all media releases
- Logo and link in March/April e-newsletters (emailed to 48,000+)
- Logo and link on Pet Palooza Walk website between December 2019 – November 2020
- Logo on promotional posters and yard signs distributed throughout the Charlotte area
- Logo on email blasts to walkers
- Registration fee waived for 8 team members

AT THE EVENT BENEFITS

- 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
- Logo featured on souvenir dog item
- Logo on “All Sponsors” banner prominently displayed at the main stage
- Logo inclusion on event signage
- Opportunity to provide branded item for walkers

POST-EVENT BENEFITS

- Logo and link in May e-newsletter (emailed to 48,000+)
- Recognition of support to nearly 55,000 social media followers (Facebook, Instagram, Twitter)



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FAT CAT SPONSOR \$5,000

PRE-EVENT BENEFITS

- Announcement of sponsorship to nearly 55,000 social media followers (Facebook, Instagram, Twitter) with link to your website or social media platform
- Sponsorship mention in April e-newsletters (emailed to 48,000+)
- Logo and link on Pet Palooza Walk website between December 2019 – November 2020
- Registration fee waived for 5 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
- Logo on “All Sponsors” banner prominently displayed at the main stage
- Logo inclusion on event signage
- Opportunity to provide branded item for walkers

POST-EVENT BENEFITS

- Logo and link in May e-newsletter (emailed to 48,000+)
- Recognition of support to nearly 55,000 social media followers (Facebook, Instagram, Twitter)



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THIRSTY PUP BEER GARDEN SPONSOR \$4,000

PRE-EVENT BENEFITS

- Announcement of sponsorship to nearly 55,000 social media followers (Facebook, Instagram, Twitter) with link to your website or social media platform
- Sponsorship mention in April e-newsletters (emailed to 48,000+)
- Logo and link on Pet Palooza Walk website between December 2019 – November 2020
- Registration fee waived for 4 team members
- Promotion of “After Party” location at your brewery: Hosting the After Party is optional

AT THE EVENT BENEFITS

- Exclusive rights to sell beer during the event
- Public acknowledgement throughout event by emcees
- Brewery logo on event t-shirt
- Company banner displayed at the beer garden (provided by company)
- Logo on “All Sponsors” banner prominently displayed at the main stage
- Logo on event signage
- Promotion of “After Party” location at your brewery: Hosting the After Party is optional
- Optional: Provide giveaways to attendees within the Beer Garden

POST-EVENT BENEFITS

- Logo and link in May e-newsletter (emailed to 48,000+)
- Recognition of support to nearly 55,000 social media followers (Facebook, Instagram, Twitter)
- Host official After Party at your brewery: optional



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PROUD PUP SPONSOR \$2,500

PRE-EVENT BENEFITS

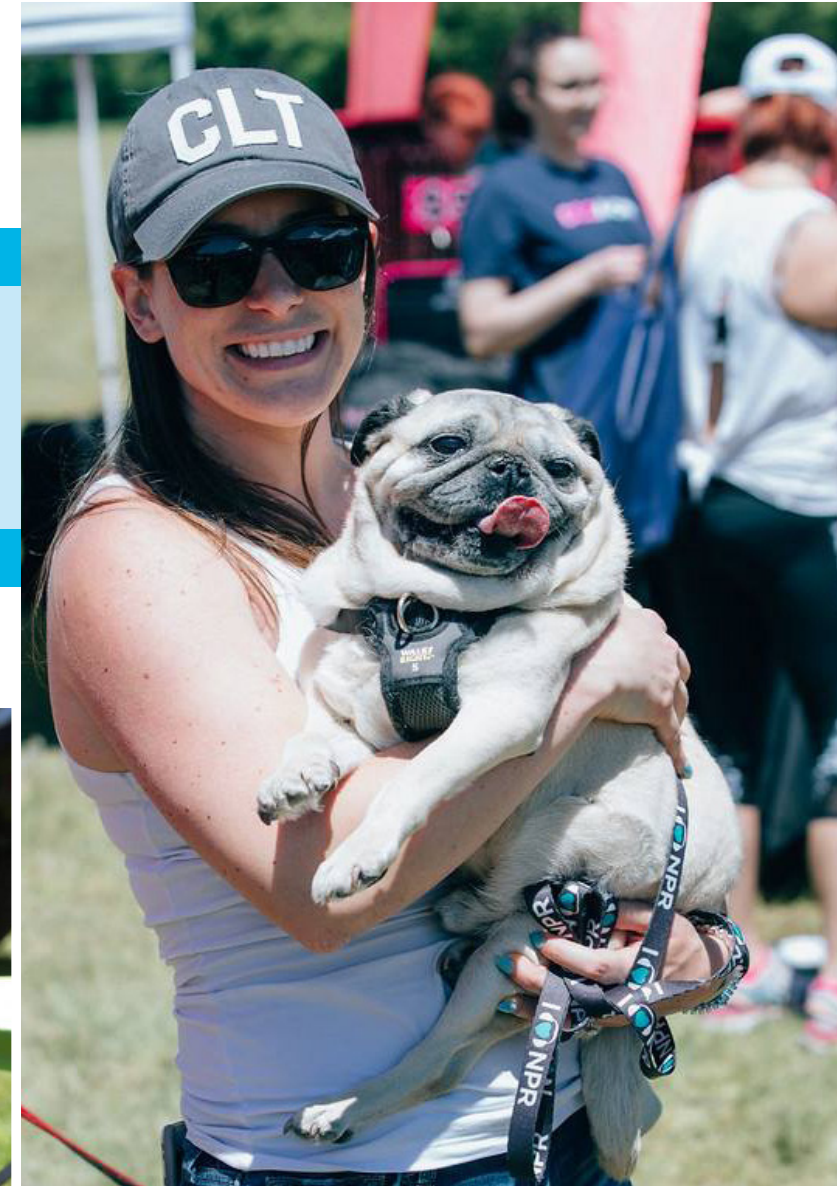
- Announcement of sponsorship to nearly 55,000 social media followers (Facebook, Instagram, Twitter) with link to your website or social media platform
- Logo and link on Pet Palooza Walk website between December 2019 – November 2020
- Registration fee waived for 2 team members

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
- 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 48,000+)



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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.

BENEFITS

- Logo and link on Pet Palooza Walk website between December 2019 – November 2020
- 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 |
| • Food Truck Alley | \$1,500 EXCLUSIVE |
| • Agility Ring | \$1,000 EXCLUSIVE |
| • Adoption Area | \$800 |
| • Kids Corner | \$800 |

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PET PALOOZA 2020 SPONSOR BENEFITS COMPARISON

	Title \$25,000	Alpha Dog \$10,000	Fat Cat \$5,000	Thirsty Pup Beer Garden \$4,000	Proud Pup \$2,500	Event Areas \$800-\$2,000
PRE-EVENT Benefits						
Company naming rights	•					
Company recognition in all media releases	•	•				
Logo on yard signs	•	•				
Complimentary walk registration	10	8	5	4	2	
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 logo on souvenir dog item	•	•				
Company logo on banner at the start/finish line of the walk	•	•				
Company logo on event t-shirt	•	•	•	•	•	
Logo on "All Sponsors" banner	•	•	•	•	•	
Logo on Event Signage	•	•	•	•	•	•
15x10 Vendor space in prime location	2	1	1		1	1
POST EVENT Benefits						
Company mention in e-newsletter	•	•	•	•	•	
Company mention in social media recap post	•	•	•	•		