



# SPONSORSHIP INFORMATION



**Saturday, April 1, 2023 · 11am-3pm**  
**HSC Animal Resource Center · 1348 Parker Drive, 28208**

# ABOUT PET PALOOZA



Join us for Pet Palooza 2023, our annual fundraising walk and community festival that has been a staple of the Charlotte community for over 25 years. Featuring live music, food trucks, pet-loving vendors, and fun for the whole family, Pet Palooza is a mainstay of our organization.

With the support from the Charlotte community, we were able to raise over \$136,000 at Pet Palooza 2022.



## EXPAND YOUR REACH

**Our supporters can become your supporters!**  
Receive exposure through print and digital ads, social media, posters, and more!

# ABOUT HSC



The Humane Society of Charlotte (HSC) works to champion the well-being of companion animals and strengthen their bond with the people who know, love, and need them. Our vision is a future where all companion animals have the support, care, and human connection needed to lead healthy, rewarding lives.

HSC is a private 501(c)(3) non-profit organization that receives no state, federal, or government funding, and relies solely on private donations and volunteers to advance our mission.

## 2022 STATS

### SOCIAL MEDIA FOLLOWERS

f 51k    25.9k    7.39k    1.04k

### EMAIL

57k subscribers

### WEBSITE

50k visitors per month    1.8k visits per day

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# TITLE SPONSOR: \$15,000

## PRE-EVENT BENEFITS

- Naming rights for the event and inclusion of your logo on all promotional materials
- Logo & link in January/February/March/April e-newsletters (57k+ subscribers)
- Announcement of sponsorship to 88k+ social media followers with links to your website or social media
- Company recognition in all Pet Palooza media releases
- Logo & link on the Pet Palooza website between December 2022-November 2023
- Logo on promotional materials distributed throughout the Charlotte area
- Logo on email blasts
- Registration fee waived for an unlimited number of company team members
- Tax-deductible donation

## DAY-OF EVENT BENEFITS

- Opportunity for your company representative to kick off the event with opening remarks
- Two 15'x10' booth spaces in a prime location
- Public acknowledgment throughout the event by the emcees
- Premier logo placement on the back of the event t-shirt
- Logo featured on a Pet Palooza-branded dog item given to all registered walkers
  - Provided by sponsor or HSC
- Logo on banners displayed on the start/finish line of the walk
- Solo logo placement at the top of the "All Sponsors" banner, which is prominently displayed at the main stage
- Logo inclusion on event signage
- Opportunity to provide branded goodie bags for walkers

## POST-EVENT BENEFITS

- Logo & link in post-event e-newsletter (57k+ subscribers)
- Recognition of support to 88k+ social media followers
- Full-page ad in 2023 Ties & Tails Gala program
  - Ad provided by sponsor or HSC
- Acknowledgment in printed newsletter
- Photo of booth used in future promotion of event

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# ALPHA DOG PRESENTING SPONSOR: \$10,000

## PRE-EVENT BENEFITS

- Logo & link in January/February/March/April e-newsletters (57k+ subscribers)
- Announcement of sponsorship to 88k+ social media followers with links to your website or social media
- Company recognition in all Pet Palooza media releases
- Logo & link on the Pet Palooza website between April-November 2023
- Logo on promotional materials distributed throughout the Charlotte area
- Logo on email blasts
- Registration fee waived for eight company team members
- Tax-deductible donation

## DAY-OF EVENT BENEFITS

- One 15'x10' booth space in a prime location
- Public acknowledgment throughout the event by the emcees
- Prominent logo placement on the back of the event t-shirt
- If no Presenting Sponsor, Alpha Dog sponsor logo will be featured on a Pet Palooza-branded dog item given to all registered walkers
  - Provided by sponsor or HSC
- Logo on "All Sponsors" banner, which is prominently displayed at the main stage
- Logo inclusion on event signage
- Opportunity to provide branded item for walkers

## POST-EVENT BENEFITS

- Logo & link in post-event e-newsletter (57k+ subscribers)
- Recognition of support to 88k+ social media followers

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# FAT CAT SPONSOR: \$5,000

## PRE-EVENT BENEFITS

- Sponsorship mention in March e-newsletter (57k+ subscribers)
- Announcement of sponsorship to 88k+ social media followers with links to your website or social media
- Logo & link on the Pet Palooza website between December 2022-November 2023
- Registration fee waived for five company team members
- Tax-deductible donation



## DAY-OF EVENT BENEFITS

- One 15'x10' booth space in a prime location
- Logo placement on the back of the event t-shirt
- Logo on "All Sponsors" banner, which is prominently displayed at the main stage
- Logo inclusion on event signage

## POST-EVENT BENEFITS

- Logo & link in post-event e-newsletter (57k+ subscribers)
- Recognition of support to 88k+ social media followers



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# THIRSTY PUP BEER GARDEN SPONSOR: \$4,000

## PRE-EVENT BENEFITS

- Sponsorship mention in April/May e-newsletters (57k+ subscribers)
- Announcement of sponsorship to 88k+ social media followers with links to your website or social media
- Logo & link on the Pet Palooza website between December 2022-November 2023
- Registration fee waived for four company team members
- Promotion of “After Party” location at your brewery; please note: hosting the “After Party” is optional
- Tax-deductible donation



## DAY-OF EVENT BENEFITS

- Exclusive rights to sell beer during the event
- Public acknowledgment throughout the event by the emcees
- Brewery logo on the back of the event t-shirt
- Company banner displayed at the Beer Garden
  - Banner provided by company
- Logo on “All Sponsors” banner, which is prominently displayed at the main stage
- Logo inclusion on event signage
- Optional:
  - Promotion of “After Party” location at your brewery
  - Provide giveaways to attendees within the Beer Garden
  - Donate percentage of proceeds back to HSC

## POST-EVENT BENEFITS

- Logo & link in post-event e-newsletter (57k+ subscribers)
- Recognition of support to 88k+ social media followers
- Host official “After Party” at your brewery
  - Please note: hosting the “After Party” is optional

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# PROUD PUP SPONSOR: \$2,500

## PRE-EVENT BENEFITS

- Logo & link on the Pet Palooza website between December 2022-November 2023
- Registration fee waived for two company team members
- Tax-deductible donation

## DAY-OF EVENT BENEFITS

- One 15'x10' booth space in a prime location
- Logo placement on the back of the event t-shirt
- Logo on "All Sponsors" banner, which is prominently displayed at the main stage
- Logo inclusion on event signage

## POST-EVENT BENEFITS

- Logo & link in post-event e-newsletter (57k+ subscribers)



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# EVENT AREA SPONSORSHIPS

## BENEFITS

- Logo & link on the Pet Palooza website between December 2022-November 2023
- Signage with your logo in the sponsored event area
- One 15'x10' booth space in a prime location
- Registration fee waived for two company team members
- Tax-deductible donation



## EVENT AREAS

Main Stage	\$2,000	EXCLUSIVE
Adoption Area	\$2,000	EXCLUSIVE
Agility Ring	\$1,000	EXCLUSIVE
Food Truck Alley	\$800	
Kids Corner	\$800	

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# 2023 PET PALOOZA

## SPONSOR BENEFITS COMPARISON

### PRE-EVENT BENEFITS

	TITLE \$15,000	ALPHA DOG \$10,000	FAT CAT \$5,000	THIRSTY PUP BEER GARDEN \$4,000	PROUD PUP \$2,500	EVENT AREAS \$800-\$2,000
Event naming rights	•					
Recognition in all media releases	•	•				
Logo on distributed promotional material	•	•				
Logo & link in e-newsletter	•	•	•	•		
Announcement of sponsorship on social media	•	•	•	•	•	
Complimentary walk registration	Unlimited	8	5	4	2	
Logo & link on website	•	•	•	•	•	•

### DAY-OF EVENT BENEFITS

Logo on banner at the start/finish line	•	•				
Logo on souvenir dog item	•	•				
Acknowledgment throughout event	•	•		•		
Logo on "All Sponsors" banner	•	•	•	•	•	
Logo on event t-shirt	•	•	•	•	•	
15'x10' vendor space in prime location	2	1	1		1	1
Logo on event signage	•	•	•	•	•	•

### POST-EVENT BENEFITS

Recognition of support on social media	•	•	•	•		
Logo & link in e-newsletter	•	•	•	•	•	



Pet Palooza is the Humane Society of Charlotte's most popular annual fundraiser. The event features a dog walk, live music, food trucks, pet-loving vendors, and fun for the whole family.

## 2023 VENDOR APPLICATION

**DATE:** Saturday, April 1, 2023

**TIME:** 11am to 3pm

**LOCATION:** HSC Animal Resource Center

1348 Parker Drive

Charlotte, NC 28208

## PARTICIPATION LEVELS

### PUPPY BOOTH

**\$315** Early Bird Rate - Purchase by 1/20/2023

**\$350** Rate after 1/20/2023

- One 15'x10' space in location of your choice
- Logo & link on Pet Palooza event website
- 501(c)(3) Nonprofit Organizations are eligible for a discount rate of \$315

### KITTEN BOOTH

**\$180** Early Bird Rate - Purchase by 1/20/2023

**\$200** Rate after 1/20/2023

- One 12'x10' space
- Name & link on Pet Palooza event website
- 501(c)(3) Nonprofit Organizations are eligible for a discount rate of \$180

## QUESTIONS? PLEASE EMAIL:

**EVENTS@HUMANECHARLOTTE.ORG**



## PLEASE NOTE:

- Vendor spaces **DO NOT** include tents, tables, chairs, or power (no generators permitted). Please plan accordingly.
- Booth location is first come, first serve.
- Rain or shine event. There will be no refunds issued in the event of inclement weather.
- We reserve the right to reject applications when necessary.
- The deadline for early bird pricing is January 20, 2023.
- Your application is not complete until payment is received.

## TO REGISTER ONLINE, PLEASE VISIT:

**PETPALOOZACHARLOTTE.ORG**