



SPONSORSHIP INFORMATION



Saturday, April 6, 2024 · 11am-3pm
HSC Animal Resource Center · 1348 Parker Drive, 28208

ABOUT PET PALOOZA



Join us for Pet Palooza 2024, 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 \$134,000 at Pet Palooza 2023.



EXPAND YOUR REACH

Our supporters can become your supporters!
Receive exposure through print and digital ads, social media, 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 on private donations and volunteers to advance our mission.

2023 STATS

SOCIAL MEDIA FOLLOWERS

f 54k i 28k t 7k in 1k

EMAIL

✉ 57k subscribers

WEBSITE

💻 50k visitors per month 🖱 1.8k visits per day

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EXCLUSIVE PRESENTING SPONSOR: \$15,000

PRE-EVENT BENEFITS

- Inclusion of your logo on all promotional materials
- “Presented by (company name/logo)” as event tagline on all promotions
- Logo & link in January/February/March/April e-newsletters (57k+ subscribers)
- Announcement of sponsorship to 90k+ social media followers with tags to your social media page(s)
- Company recognition in all Pet Palooza media releases
- Logo & link on the Pet Palooza website between sign up-November 2024
- 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 90k+ social media followers

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ALPHA DOG SPONSOR: \$10,000

PRE-EVENT BENEFITS

- Logo & link in January/February/March/April e-newsletters (57k+ subscribers)
- Announcement of sponsorship to 90k+ social media followers with tags to your social media page(s)
- Company recognition in all Pet Palooza media releases
- Logo & link on the Pet Palooza website between sign up-November 2024
- 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 90k+ 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 90k+ social media followers
- Logo & link on the Pet Palooza website between sign up-November 2024
- 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
- Acknowledgment throughout event
- 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 90k+ social media followers

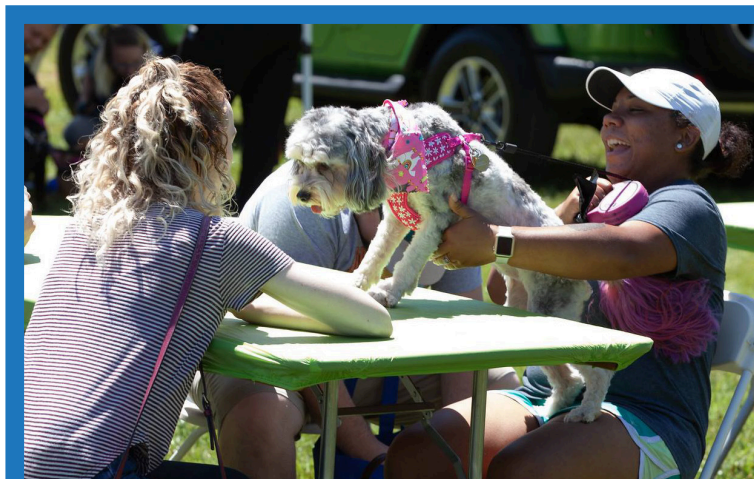


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THIRSTY PUP BEER GARDEN SPONSOR: \$5,000

PRE-EVENT BENEFITS

- Sponsorship mention in April/May e-newsletters (57k+ subscribers)
- Announcement of sponsorship to 90k+ social media followers with tags to your social media page(s)
- Logo & link on the Pet Palooza website between sign up-November 2024
- 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
- Opportunity to sell beer in the beer tent as well as satellite locations throughout 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 90k+ 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 sign up-November 2024
- 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)



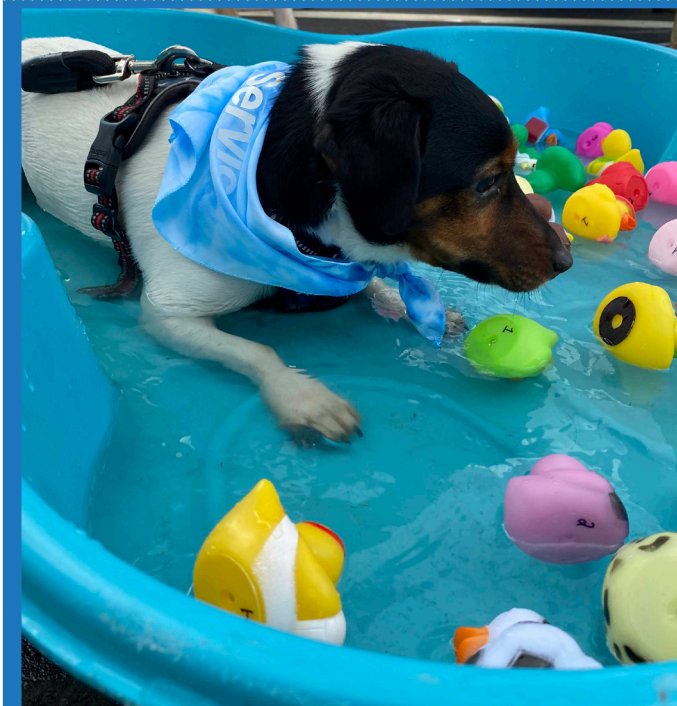
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EVENT AREA SPONSORSHIPS

BENEFITS

- Logo & link on the Pet Palooza website between sign up-November 2024
- 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
Dog Park	\$2,000	EXCLUSIVE
Food Truck Alley	\$1,500	EXCLUSIVE
Agility Ring	\$1,000	EXCLUSIVE
Kids Corner	\$1,000	EXCLUSIVE

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2024 PET PALOOZA

SPONSOR BENEFITS COMPARISON



	PRESENTING \$15,000	ALPHA DOG \$10,000	FAT CAT \$5,000	THIRSTY PUP BEER GARDEN \$5,000	PROUD PUP \$2,500	EVENT AREAS \$1,000-\$2,500
PRE-EVENT BENEFITS						
“Presented by (company name/logo)” as event tagline on all promotions	•					
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	5	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	1
Logo on event signage	•	•	•	•	•	•

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



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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.

2024 VENDOR APPLICATION

DATE: Saturday, April 6, 2024

TIME: 11am to 3pm

LOCATION: HSC Animal Resource Center
1348 Parker Drive
Charlotte, NC 28208

PARTICIPATION LEVELS

BIG PAW BOOTH

\$315 Early Bird Rate - Purchase by 1/30/2024

\$350 Rate after 1/30/2024

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

LITTLE PAW BOOTH

\$180 Early Bird Rate - Purchase by 1/30/2024

\$200 Rate after 1/30/2024

- 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).
- Booth location is pre assigned.
- Rain or shine event. If you no-show, your registration fee will become a donation to HSC.
- We reserve the right to reject applications when necessary.
- The deadline for early bird pricing is January 30, 2024.
- Your application is not complete until payment is received.
- Load in/out times for vendors will be assigned upon registration and communicated prior to April 5th.

TO REGISTER ONLINE, PLEASE VISIT:

PETPALOOZACHARLOTTE.ORG