



2025 PET PALOOZA SPONSORSHIP INFORMATION



Saturday, April 12, 2025 · 11am-3pm
Truist Field · 324 S Mint St, Charlotte, NC 28202

ABOUT PET PALOOZA

Join us for Pet Palooza 2025, our annual fundraising walk and community festival that has been a staple of the Charlotte community for almost 30 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 \$120,000 at Pet Palooza 2024.



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.

EXPAND YOUR REACH

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

2024 STATS

SOCIAL MEDIA FOLLOWERS

 54k  31k  7k  1.5k

EMAIL

 57k email subscribers

WEBSITE

 50k visitors per month

 1.8k visits per day

GRAND SLAM SPONSOR: \$25,000

PRE-EVENT BENEFITS

- Exclusive naming rights for the event, with your logo featured on all promotional materials, including the event t-shirt.
- Inclusion of your logo within the event logo.
- Logo and link in the HSC newsletter leading up to the event (57k+ subscribers).
- Logo and link on the Pet Palooza website between signup through November 2025.
- Announcement of sponsorship to 100k+ social media followers, including tags to your social media page(s).
- Recognition in all Pet Palooza media releases.
- Event rental at HSC, including a facility tour (**based on availability*).
- Tax-deductible donation.



DAY-OF BENEFITS

- Access for 25 guests to the exclusive Home Plate Club area during the event.
- Registration for 25 walk participants.
- Logo displayed on the outfield screen and TV displays throughout Truist Field.
- Opportunity for a company representative to kick off the event with opening remarks.
- Two 10'x10' booth spaces at the venue entrance.
- Public acknowledgment throughout the event by emcees.
- Logo featured on the event banner.
- Logo featured on event t-shirt.



POST-EVENT BENEFITS

- Logo & link in post-event e-newsletter (57k+ subscribers).
- Recognition of support to 100k+ social media followers.

DIAMOND SPONSOR: \$15,000

PRE-EVENT BENEFITS

- Your logo on all promotional materials, including the event t-shirt.
- Logo and link in the HSC newsletter leading up to the event (57k+ subscribers).
- Logo and link on the Pet Palooza website between signup through November 2025.
- Announcement of sponsorship to 100k+ social media followers, including tags to your social media page(s).
- Recognition in all Pet Palooza media releases.
- Event rental at HSC, including a facility tour (**based on availability*).
- Tax-deductible donation.

DAY-OF BENEFITS

- Access for 15 guests to the exclusive Home Plate Club area during the event.
- Registration for 15 walk participants.
- Logo displayed on the outfield screen and TV displays throughout Truist Field.
- One 10'x10' booth space at the venue entrance.
- Public acknowledgment throughout the event by emcees.
- Logo featured on the event banner.
- Logo featured on event t-shirt.

POST-EVENT BENEFITS

- Logo & link in post-event e-newsletter (57k+ subscribers).
- Recognition of support to 100k+ social media followers.



TRIPLE PLAY SPONSOR: \$10,000

PRE-EVENT BENEFITS

- Sponsorship mention in the March e-newsletter (57k+ subscribers).
- Announcement of sponsorship to 100k+ social media followers.
- Logo and link on the Pet Palooza website from signup through November 2025.
- Tax-deductible donation.

DAY-OF BENEFITS

- Access for 5 guests to the exclusive Home Plate Club area during the event.
- Registration for 5 walk participants.
- Logo displayed on the outfield screen and TV displays throughout Truist Field.
- One 10'x10' booth space at the venue entrance.
- Public acknowledgment throughout the event by emcees.
- Logo featured on the event banner.

POST-EVENT BENEFITS

- Logo & link in post-event e-newsletter (57k+ subscribers).
- Recognition of support to 100k+ social media followers.



EVENT AREA SPONSORS: \$7,500-\$8,500

BENEFITS

- Logo and link on the Pet Palooza website from signup through November 2025.
- Logo featured on the event t-shirt.
- One 10'x10' vendor booth near the sponsored event area.
- Banner/signage in the sponsored area with your company logo displayed.
- Access for 2 guests to the exclusive Home Plate Club area during the event.
- Registration for 2 walk participants.



EVENT AREAS

Stadium Snapshot Sponsor (Photo Booth)	EXCLUSIVE - \$8,500	Logo on every photo
Bat Dog Sponsor (Dog Area)	EXCLUSIVE - \$7,500	Logo on Dog Area signage
Little Leaguers' Dugout (Kid's Area)	EXCLUSIVE - \$7,500	Logo on Kid's Area signage

SOLD OUT

~~HIGHLIGHT REEL SPONSOR: \$5,000~~ **SOLD OUT**

PRE-EVENT AND DAY-OF BENEFITS

- Logo and link on the Pet Palooza website from sign-up through November 2025.
- Logo featured on the event t-shirt.
- One 10'x10' vendor booth near the slideshow area.
- Logo displayed on the video board alongside attendees' submitted pet photos.

POST-EVENT BENEFITS

- Logo in post-event e-newsletter graphic (57k+ subscribers).



ALL STAR SPONSOR: \$2,500

PRE-EVENT BENEFITS

- Logo and link on the Pet Palooza website from sign-up through November 2025.
- Registration fee waived for 2 company team members.
- Tax-deductible donation.

DAY-OF BENEFITS

- Logo featured on the back of the event t-shirt.
- Logo displayed on the event banner.

POST-EVENT BENEFITS

- Logo in post-event e-newsletter graphic (57k+ subscribers).



CURVE BALL SPONSOR: \$1,000

PRE-EVENT BENEFITS

- Logo and link on the Pet Palooza website from sign-up through November 2025.
- Tax-deductible donation.

DAY-OF BENEFITS

- Logo displayed on the event banner.

POST-EVENT BENEFITS

- Logo in post-event e-newsletter graphic (57k+ subscribers).



2025 PET PALOOZA

SPONSOR BENEFITS COMPARISON

SOLD OUT

	GRAND SLAM \$25,000	DIAMOND \$15,000	TRIPLE PLAY \$10,000	EVENT AREAS \$7,500-\$8,500	HIGHLIGHT REEL \$5,000	ALL STAR \$2,500	CURVEBALL \$1,000
PRE-EVENT BENEFITS							
Naming rights and logo inclusion on event logo	•						
Logo and link in e-newsletter	•	•					
Event rental at HSC and tour	•	•					
Recognition in all media releases	•	•					
Sponsor announcement on social media	•	•	•				
Complimentary walk registrations	25	15	5	2			
Logo & link on website	•	•	•	•	•	•	•
DAY-OF EVENT BENEFITS							
Access to Home Plate Club VIP Area	For 25	For 15	For 5	For 2			
Acknowledgment by emcees	•	•	•				
Logo on outfield screen and TV displays	•	•	•	•	•		
10'x10' vendor space in prime location	2	1	1	1			
Logo on event t-shirt	•	•	•	•	•	•	
Logo on walk banner	•	•	•	•	•	•	•
POST-EVENT BENEFITS							
Recognition of support on social media	•	•	•	•			
Logo in e-newsletter graphic	•	•	•	•	•	•	•



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

2025 EVENT INFORMATION

DATE: Saturday, April 12, 2025

TIME: 11am to 3pm

LOCATION: Truist Field

324 South Mint Street, Charlotte, NC 28202

VENDOR BOOTHS

\$250

- One 10'x10' space, first come, first served.
- Logo & link on Pet Palooza event website (additional \$100).

\$200

- One 10'x7' space, first come, first served.
- Logo & link on Pet Palooza event website (additional \$100).
- **No tents are allowed in the 10'x7' spaces.**



PLEASE NOTE:

- Vendor spaces **DO NOT** include tents, tables, chairs, or power (no generators permitted). Please plan accordingly.
- Booth location is first come, first served. **Some booths may not be covered under the concourse.**
- 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.
- Your application is not complete until payment is received.
- Applications are for 2025 and cannot be transferred into another year.

QUESTIONS? EMAIL:
EVENTS@HUMANECARLOTTE.ORG

TO REGISTER, VISIT:
PETPALOOZACHARLOTTE.ORG

Humane Society of Charlotte · 2025 Pet Palooza Sponsorship Information
petpaloozacharlotte.org · events@humanecharlotte.org