

WILLIAM LAND PARK

WALK. STAY. PLAY.

2017

APRIL 8

SACRAMENTO SPCA DOGGY DASH

SPONSORSHIP PACKET



BE A PART OF SACRAMENTO'S BIGGEST DOG WALK AND FESTIVAL! DOGGY DASH 2017, TO BENEFIT THE SACRAMENTO SPCA WILLIAM LAND PARK | APRIL 8, 2017

As the largest annual fundraising event for the Sacramento SPCA, Doggy Dash is a celebration of people coming together to raise money for the animals in our care - over 7,000 animals annually – with the funds raised going towards medical treatment, low cost spay/neuter services, low cost vaccination clinics, adoptions, behavior and training programs, humane education and lifesaving services for the animals and families in our community.

In its 24th year, the Doggy Dash has become the most prominent dog walking and festival experience in the Sacramento area, bringing together over 5,000 people (and their dogs) to William Land Park in 2016. The Doggy Dash continues to grow each year in participation and interest, making this event an excellent opportunity to promote your business and services to a broad audience in the Sacramento and surrounding region.

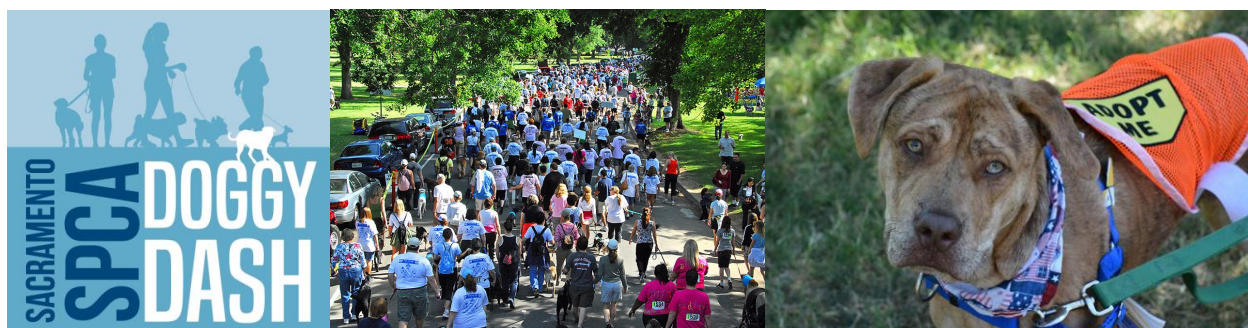
The Doggy Dash consists of a 5k and 2k walk with you and your furry friend (or come without your pet) and a post walk “Bark in the Park” festival that includes vendors, demonstrations, contests, food trucks, beer/wine/cocktail garden, local entertainment and more! The walk begins at 10:00am and the festival concludes at 3:00pm.

BE SEEN, BE A SPONSOR!

As a sponsor, you will have the opportunity to reach thousands of pet owners through:

- **Online, digital billboard and social media presence in the months leading up to the event;**
- **Meaningful in-person interactions during the event;**
- **Vendor/exhibit space to promote your products and services;**
- **Company promotions and social responsibility campaigns; and**
- **Event print advertisements and marketing strategies**

READ ON TO LEARN MORE ABOUT OUR SPONSOR BENEFITS!



THE 24TH ANNUAL DOGGY DASH is a unique opportunity to promote your business, build community awareness, and gain valuable connections with your target audience. The following sponsor levels and benefits have been created to provide you maximum exposure within your desired budget. Custom packages are also available.

SPONSOR LEVELS AND BENEFITS

ALPHA DOG SPONSOR - \$20,000 (ONE AVAILABLE)

- **Sponsorship Category: Presenting Sponsor**
- Prominent placement of logo on event T-shirt
- Logo and link on the Doggy Dash event website from December 2016 through April 2017
- Logo and link highlighting annual corporate sponsors on the general Sacramento SPCA website
- Company will be included in social media posts leading up to the event including Facebook (70K followers), Instagram (12.1K followers), and Twitter (3K followers)
- Opportunity to address the crowd at start of the event
- Opportunity to hand-out promotional item/coupon to all participants
- Banners provided by your company will be placed at start/finish line
- Highly visible 20 x 20 booth space in premier location at the Bark at the Park Festival (includes booth space, table and chairs)
- Custom footer on all Doggy Dash event emails, digital billboards and postcard mailer as presenting sponsor – sent to 25,000 email addresses/ mailing addresses
- Complimentary registration for 20 team members with event T-shirts
- Five company mentions through main emcee announcements

GREAT DANE SPONSOR - \$10,000

- **Sponsorship Category: Main Arena Sponsor** – your corporate banner in main arena
- Prominent placement of logo on event T-shirt
- Logo and link on the Doggy Dash event website from December 2016 through April 2017
- Logo and link highlighting annual corporate sponsors on the general Sacramento SPCA website
- Company will be included in social media posts leading up to the event including Facebook (70K followers), Instagram (12.1K followers), and Twitter (3K followers)
- Highly visible 20 x 20 booth space in premier location at the Bark at the Park Festival (includes booth space, table and chairs)
- Inclusion on all Doggy Dash event emails and postcard mailer as a Great Dane sponsor – sent to 25,000 email addresses/ mailing addresses
- Complimentary registration for 15 team members with event T-shirts
- Three company mentions through main emcee announcements

SAINT BERNARD SPONSOR - \$7,500

- **Sponsorship Category: Walk Route and Course Water Stations Sponsor** – includes signage around walk route and water stations on the course
- Logo and link on the Doggy Dash event website from December 2016 through April 2017

- Logo and link highlighting annual corporate sponsors on the general Sacramento SPCA website
- Premier logo placement on all event promotions and T-shirt
- Company will be included in social media posts leading up to the event including Facebook (70K followers), Instagram (12.1K followers), and Twitter (3K followers)
- Highly visible 20x20 booth in premier location at the Bark at the Park Festival (includes booth space, table and chairs)
- Inclusion on all Doggy Dash event emails and postcard mailer as Saint Bernard/Walk Route sponsor – sent to 25,000 email addresses/mailings addresses
- Complimentary registration for 10 team members with event T-shirts
- Two company mentions through main emcee announcements

GOLDEN RETRIEVER SPONSOR - \$5,000

- **Sponsorship Category: Contest/Game Arena Sponsor** – includes signage at designated arena
- Logo placement on all event promotions and T-shirt
- Logo and link on the Doggy Dash event website from December 2016 through April 2017
- Logo and link highlighting annual corporate sponsors on the general Sacramento SPCA website
- Company will be included in social media posts leading up to the event including Facebook (70K followers), Instagram (12.1K followers), and Twitter (3K followers)
- Complimentary registration for 5 team members with event T-shirts
- Prominent 12 x12 booth space at the Bark at the Park Festival (includes booth space, table and chairs)
- Complimentary registration for 5 team members with event T-shirts
- One company mention through main emcee announcements

BORDER COLLIE SPONSOR - \$2,500

- Logo placement on event T-shirt
- Logo and link on the Doggy Dash event website from December 2016 through April 2017
- Logo and link highlighting annual corporate sponsors on the general Sacramento SPCA website
- Company will be included in social media posts leading up to the event including Facebook (70K followers), Instagram (12.1K followers), and Twitter (3K followers)
- Prominent 12 x12 booth space at the Bark at the Park Festival (includes booth space, one six-foot table and two chairs)
- 5 complimentary event T-shirts

SPRINGER SPANIEL SPONSOR - \$1,000

- Logo placement on event T-shirt
- Logo and link on the Doggy Dash event website from December 2016 through April 2017
- Logo and link highlighting annual corporate sponsors on the general Sacramento SPCA website
- Company will be included in social media posts leading up to the event including Facebook (70K followers), Instagram (12.1K followers), and Twitter (3K followers)

- Premiere 10 x10 booth space at the Bark at the Park Festival (includes booth space, one six-foot table and two chairs)
- 3 complimentary event T-shirts

DACHSHUND SPONSOR - \$500

- Business name listed on event T-shirt
- Logo and link on the Doggy Dash website from December 2016 through April 2017
- Company will be included in social media posts leading up to the event including Facebook (70K followers), Instagram (12.1K followers), and Twitter (3K followers)
- 10 x10 booth space at the Bark at the Park Festival (includes booth space, one six-foot table and two chairs)
- 2 complimentary event T-shirts

BENEFITS AT A GLANCE

BENEFITS AT A GLANCE	ALPHA DOG Presenting \$20,000.00	GREAT DANE Main Arena \$10,000.00	SAINT BERNARD Walk Course/Water Stations \$7,500.00	GOLDEN RETRIEVER Contests/Games \$5,000.00	BORDER COLLIE \$2,500.00	SPRINGER SPANIEL \$1,000.00	Dachshund \$500.00
Named as Presenting Sponsor in all promotions							
Opportunity to address the crowd at walk start							
Opportunity to hand-out promotional item/coupon							
Company banner at start/finish line							
Custom footer on all Dash promotional materials							
Inclusion on all Doggy Dash emails and postcard mailer							
Corporate partner recognition on SPCA website							
Placement of logo/name on event t-shirt							 Name Only
Logo and link on event website							
Company mentions on social media (Facebook, Twitter, Instagram)	 Highlight story	 Solo company mention with logo/link	 Solo company mention with logo/link	 Company mention w/links (as a listing)	 Company mention w/links (as a listing)	 Company mention (as a listing)	 Company mention (as a listing)
Complimentary registrations & T-shirts	20	15	10	5	5 (t-shirts only)	3 (t-shirts only)	2 (t-shirts only)
Festival company mentions	5	3	2	1	N/A	N/A	N/A
Booth space	20X20 Premiere space	20X20 Premiere space	20X20 Premiere space	12X12 Prominent placement	10X10 Prominent placement	10X10 Prominent placement	10X10 Sponsor row



SPONSOR APPLICATION FORM

YES!

We would like to be a sponsor! Please accept our confirmation as follows:

SPONSORSHIP TIER:

_____ Alpha Dog Sponsor - \$20,000.00

_____ Border Collie Sponsor - \$2,500.00

_____ Great Dane Sponsor - \$10,000.00

_____ Springer Spaniel Sponsor - \$1,000.00

_____ Saint Bernard Sponsor - \$7,500.00

_____ Dachshund Sponsor - \$500.00

_____ Golden Retriever Sponsor - \$5,000.00

See accompanying DOGGY DASH 2017 SPONSOR PACKET for benefits at each sponsor level.

Booth Information: [The deadline to submit booth specs is March 24th, 2017]:

Vendor booth includes: (1) 6 foot table and 2 chairs and your reserved space size based on sponsor level

Electricity is upon request only and vendor must provide their own table cover/linen and pop-up tents, if desired

YES! I would like to reserve a Vendor Booth as part of my sponsorship benefits

I will need access to electricity at my booth

NO, I will not have a booth

BUSINESS & CONTACT INFORMATION

Business Name:

(print/type as it should appear in event materials)

Address:

City: _____ **State:** _____ **Zip Code** _____

Sponsor/Vendor Contact Name: _____

Primary Phone: _____

Email: _____ **Website:** _____

PAYMENT METHOD

Please invoice me Check's in the mail (made payable to the Sacramento SPCA)

Credit card payment (please call for this payment method) Cash (hand-delivery preferred)

Please mail this form to: Sacramento SPCA, Events Department | 6201 Florin-Perkins Road, Sacramento, CA 95828

- or - Fax 916.383.7062

Questions? Contact: Kristi Maryman, Events Manager at 916.504.2802 or via email: kmaryman@sspca.org

Don't delay! Enjoy all your benefits by sponsoring early. SSPCA Federal Tax ID: 94-1312343