

WILLIAM LAND PARK



25th Anniversary

04.28.18

2018 SPONSORSHIP PACKET

BE A PART OF SACRAMENTO'S BIGGEST DOG WALK AND FESTIVAL!

DOGGY DASH 2018, TO BENEFIT THE SACRAMENTO SPCA

WILLIAM LAND PARK | APRIL 28, 2018

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 6,500 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 animals and their families.

Now in its 25th 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. 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/2k walk with you and your furry friend and a post walk “Bark in the Park” festival that includes vendors, demonstrations, contests, food trucks, beer garden, local entertainment and more! The walk begins at 10:00 am and the festival concludes at 3:00pm.



BE SEEN, BE A SPONSOR!

THE 25TH ANNUAL DOGGY DASH is a unique opportunity to promote your business, build community awareness, and gain valuable connections with your target audience.

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

- Online, 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;
- Exposure on keepsake event t-shirts;
- Company promotions and social responsibility campaigns; and
- Event print advertisements and marketing strategies

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 January 2018 through April 2018
- 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 (77K 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
- Entry into the VIP Top Dog tent at the Bark in the Park Festival

GREAT DANE SPONSOR - \$10,000 (ONE AVAILABLE)

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 January 2018 through April 2018
- 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 (77K 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
- Entry into the VIP Top Dog tent at the Bark in the Park Festival

SAINT BERNARD SPONSOR - \$7,500 (ONE AVAILABLE)

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 January 2018 through April 2018
- 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 (77K followers), Instagram (12.1K followers), and Twitter (3K followers)
- Highly visible 20 x 20 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
- Entry into the VIP Top Dog tent at the Bark in the Park Festival





“ VCA Hospitals is proud to be the presenting sponsor of the 25th Annual Doggy Dash. We look forward to participating in this Sacramento community event for people and their dogs each year. Our longstanding partnership with the Sacramento SPCA is all about helping adopters and their new furry family members get off to the right start and Doggy Dash is a great way to further that goal. ”



NEW! ADOPTION VILLAGE SPONSOR - \$5,000 (ONE AVAILABLE)

Sponsorship Category: Adoption Village/Sponsored Adoptions

- Includes signage at Adoption Village (animals are able to be adopted at the Doggy Dash)
- Recognition onsite and pre-event that all onsite adoptions are covered by your generous sponsorship
- Logo placement on all event promotions and T-shirt
- Logo and link on the Doggy Dash event website from January 2018 through April 2018
- 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 (77K followers), Instagram (12.1K followers), and Twitter (3K followers)
- Complimentary registration for 5 team members with event T-shirts
- Prominent 12 x 12 booth space at the Bark at the Park Festival (includes booth space, table and chairs) next to Adoption Village
- One company mention through main emcee announcements
- Entry into the VIP Top Dog tent at the Bark in the Park Festival

GOLDEN RETRIEVER SPONSOR - \$5,000 (TWO AVAILABLE)

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 January 2018 through April 2018
- 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 (77K followers), Instagram (12.1K followers), and Twitter (3K followers)
- Complimentary registration for 5 team members with event T-shirts
- One company mention through main emcee announcements
- Prominent 12 x 12 booth space at the Bark at the Park Festival (includes booth space, table and chairs)
- Entry into the VIP Top Dog tent at the Bark in the Park Festival

BORDER COLLIE SPONSOR - \$2,500 (MULTIPLE AVAILABLE)

Logo placement on event T-shirt

- Logo and link on the Doggy Dash event website from December 2017 through April 2018
- 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 (77K followers), Instagram (12.1K followers), and Twitter (3K followers)
- Prominent 12 x 12 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 (MULTIPLE AVAILABLE)




































Logo placement on event T-shirt

- Logo and link on the Doggy Dash event website from January 2018 through April 2018
- 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 (77K followers), Instagram (12.1K followers), and Twitter (3K followers)
- Premiere 10 x 10 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 (MULTIPLE AVAILABLE)

Business name listed on event T-shirt

- Logo and link on the Doggy Dash website from January 2018 through April 2018
- Company will be included in social media posts leading up to the event including Facebook (77K followers), Instagram (12.1K followers), and Twitter (3K followers)
- 10 x 10 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	ALPHA DOG Presenting \$20,000	GREAT DANE Main Arena \$10,000	SAINT BERNARD Walk Course/Water Stations \$7,500	GOLDEN RETRIEVER Contests/Games -OR- ADOPTION VILLAGE \$5,000	BORDER COLLIE \$2,500	SPRINGER SPANIEL \$1,000	DACHSHUND \$500
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	20 X 20 Premiere space	20 X 20 Premiere space	20 X 20 Premiere space	12 X 12 Prominent placement	10 X 10 Prominent placement	10 X 10 Prominent placement	10 X 10 Sponsor row





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2018

SPONSOR APPLICATION FORM

YES! I WOULD LIKE TO BE A SPONSOR!

Please accept our confirmation as follows:

SPONSORSHIP TIER:

- | | |
|--|--|
| <input type="checkbox"/> Alpha Dog Sponsor - \$20,000.00 | <input type="checkbox"/> Adoption Village Sponsor - \$5,000.00 |
| <input type="checkbox"/> Great Dane Sponsor - \$10,000.00 | <input type="checkbox"/> Border Collie Sponsor - \$2,500.00 |
| <input type="checkbox"/> Saint Bernard Sponsor - \$7,500.00 | <input type="checkbox"/> Springer Spaniel Sponsor - \$1,000.00 |
| <input type="checkbox"/> Golden Retriever Sponsor - \$5,000.00 | <input type="checkbox"/> Dachshund Sponsor - \$500.00 |

See accompanying DOGGY DASH 2018 SPONSOR PACKET for benefits at each sponsor level.

Booth Information: [The deadline to submit booth needs is April 6, 2018]:

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

Electricity must be requested in advance (\$75.00 fee) and vendor must provide their own 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 (\$75.00 added fee)
- NO, I will not have a booth at the Doggy Dash

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 EMAIL FORM TO: Kristi Maryman, Special Events Manager at kmaryman@sspc.org

BY MAIL: The Sacramento SPCA, Events Department, 6201 Florin-Perkins Road, Sacramento, CA 95828

BY FAX: 916.383.7062