



SACRAMENTO

SPCA

DOGGY
DASH



APRIL 22
2023

SPONSORSHIP PACKET | APRIL 22 | WILLIAM LAND PARK

BE SEEN & SAVE LIVES

JOIN THE PREMIER PET EVENT OF THE YEAR BY BECOMING A DOGGY DASH SPONSOR!

On April 22, 2023, the Sacramento SPCA will be celebrating the 30th anniversary of the Doggy Dash! This event has become the most prominent dog walk and pet festival in the Sacramento area, bringing together more than 5,000 people and their dogs to William Land Park.

The Doggy Dash is a 2k/5k walk with you and your furry friend(s) and a post walk “Bark in the Park” pet festival that includes vendors, demonstrations, contests, food trucks, beer garden, local entertainment and more! The walk begins at 10:00 a.m. and the festival concludes at 1:00 p.m. Your support makes it possible for all the peer-to-peer funds raised to go directly to the care of animals.

BE SEEN, BE A SPONSOR!

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

- E-communications, social media and mailed marketing collateral;
 - » Doggy Dash Facebook event page (5,300 targeted event followers)
 - » 35,000 e-mail subscribers and 9,000 households
- Meaningful in-person interactions during the event;
- Vendor booth to promote your products and services;
- Name/logo on event t-shirts; and
- Printed event material and other tailored marketing strategies to meet your unique needs

SPONSOR LEVELS & BENEFITS



ALPHA DOG SPONSOR - \$20,000

Sponsorship Category: Presenting Sponsor (one available)

- Top, prominent placement of logo on event T-shirt
- Logo and link on the Doggy Dash event website
- Company name and web link on the Sacramento SPCA corporate partners listing
- Five social media posts leading up to the event including Facebook (110K followers), Instagram (47K followers), and Twitter (4K followers); Two posts on the Sacramento SPCA Facebook, Instagram and Twitter pages; Three additional posts on the Doggy Dash Facebook event page
- Opportunity to address the crowd at start of the event and/or main arena activities
- Opportunity to brand a promotional item/coupon for 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 in the Park Festival
- Custom footer on all Doggy Dash event emails, community ads and postcard mailer as presenting sponsor – sent to 35,000 email addresses/15,000 mailing addresses
- Complimentary registration for 25 team members with event T-shirts
- The ability to engage your customer base with a custom customer/partner registration discount code (up to 100 to redeem)
- Five public acknowledgments during the Bark in the Park Festival emcee announcements





GREAT DANE SPONSOR - \$10,000

Sponsorship Category: Main Arena Sponsor (one available)

- Your corporate banners placed at the main arena
- Prominent placement of logo on event T-shirt
- Logo and link on the Doggy Dash event website
- Company name and web link on the Sacramento SPCA corporate partners listing
- Two social media posts leading up to the event on the Facebook Doggy Dash event page
- Highly visible 20 x 20 booth space in premier location at the Bark in the Park Festival
- Inclusion on all Doggy Dash event emails and postcard mailer as Great Dane sponsor – sent to 35,000 email addresses/15,000 mailing addresses
- Complimentary registration for 10 team members with event T-shirts
- The ability to engage your customer base with a custom customer/partner registration discount code (up to 50 to redeem)
- Three public acknowledgments during the Bark in the Park Festival emcee announcements

SAINT BERNARD SPONSOR - \$10,000

Sponsorship Category: Walk Route Sponsor (one available)

- Includes signage around 2K/5K walk route (up to 5 directional signs with sponsor logo)
- Booth placement at up to two points on the 2k/5k walk route
- Logo and link on the Doggy Dash event website
- Company name and web link on the Sacramento SPCA corporate partners listing
- Premier placement of logo on event T-shirt
- Two social media posts leading up to the event on the Facebook Doggy Dash event page
- Highly visible 20 x 20 booth in premier location at the Bark in the Park Festival
- Inclusion on all Doggy Dash event emails and postcard mailer as Saint Bernard Walk Route sponsor – sent to 35,000 email addresses/15,000 mailing addresses
- Complimentary registration for 10 team members with event T-shirts
- The ability to engage your customer base with a custom customer/partner registration discount code (up to 50 to redeem)
- Three public acknowledgments during the Bark in the Park Festival emcee announcements





ADOPTION VILLAGE SPONSOR - \$7,500

Sponsorship Category: Adoption Village with Sponsored Adoptions (one available)

- Includes signage at Adoption Village at the Bark in the Park Festival
- Recognition onsite and pre-event that all onsite adoptions are sponsored by you
- Placement of logo on event T-shirt
- Logo and link on the Doggy Dash event website
- Company name and web link on the Sacramento SPCA corporate partners listing
- One social media post leading up to the event on the Facebook Doggy Dash event page
- Inclusion on all Doggy Dash event emails and postcard mailer – sent to 35,000 email addresses/15,000 mailing addresses
- Complimentary registration for 8 team members with event T-shirts
- The ability to engage your customer base with a custom customer/partner registration discount code (up to 30 to redeem)
- Prominent 12 x 12 booth space at the Bark in the Park Festival
- One public acknowledgment during the Bark in the Park Festival emcee announcements

SACRAMENTO SPCA DOGGY DASH
APRIL 23 2022
WILLIAM LAND PARK

Last CHANCE TO SAVE \$10

REGISTER TODAY AND SAVE!

Don't miss your chance to save \$10 - register for the Sacramento SPCA's 2022 Doggy Dash 2k/5k Walk and Pet Festival today! More than just a walk, the 29th Annual Doggy Dash on Saturday, April 23rd at William Land Park will be a fun-filled day for everyone, both humans and canines alike!

Early-Bird Pricing (before February 1, 2022):
 Individual Walker: \$25.00
 Create/Join a Team: \$35.00

REGISTER!

LET'S SAVE SOME LIVES!

SPONSORED BY:

vca animal hospitals

All VCA Animal Hospitals, we greatly appreciate our partnership with the Sacramento SPCA and enjoy supporting the Doggy Dash. As part of each Sacramento SPCA adoption, VCA offers a Complimentary Wellness Exam and a Healthy Start Certificate. Both help pet owners get off to a great start with their new furry family members. If you have any pet care questions, please call us at any one of our 16 Sacramento VCA Animal Hospitals and we will be happy to help you. Click here to find the hospital nearest you and in case of an emergency the closest ER hospital.

THIR **SCIENCE DIET**

food · shelter · love

SACRAMENTO SPCA DOGGY DASH
APRIL 23 2022
WILLIAM LAND PARK

2K/5K WALK & PET FESTIVAL
 to help provide direct care to more than 35,000 animals each year in our community.

REGISTER TODAY AT SPCA.ORG/DASH

SAVE \$5 BY USING PROMO CODE DASH2022 BEFORE 2/28/22

vca animal hospitals

Good Day CW31

SACRAMENTO SPCA DOGGY DASH
APRIL 23 2022
WILLIAM LAND PARK

CLAIM YOUR SHIRT!

REGISTER TODAY AT SPCA.ORG/DASH

2K/5K WALK & PET FESTIVAL
 to help provide direct care to more than 35,000 animals each year in our community.

vca animal hospitals

Good Day CW31



PORTUGUESE WATER DOG SPONSOR - \$5,000

Sponsorship Category: Bark in the Park Festival Water Sponsor (one available)

- Includes signage at the two water stations at the Bark in the Park Festival
- Logo and link on the Doggy Dash event website
- Company name and web link on the Sacramento SPCA corporate partners listing
- Premier placement of logo on event T-shirt
- One social media post leading up to the event on the Facebook Doggy Dash event page
- Inclusion on all Doggy Dash event emails and postcard mailer – sent to 35,000 email addresses/15,000 mailing addresses
- Highly visible 12 x 12 booth in premier location at the Bark in the Park Festival
- Complimentary registration for 6 team members with event T-shirts
- The ability to engage your customer base with a custom customer/partner registration discount code (up to 25 to redeem)
- One public acknowledgment during the Bark in the Park Festival emcee announcements

PUP SHOW ARENA SPONSOR - \$2,500

Sponsorship Category: Pup Show Arena (one available)

- Includes signage at the Pup Show Arena at the Bark in the Park Festival
- Placement of logo on event T-shirt
- Logo and link on the Doggy Dash event website
- Company name and web link on the Sacramento SPCA corporate partners listing
- One social media post leading up to the event on the Facebook Doggy Dash page
- Complimentary registration for 4 team members with event T-shirts
- Prominent 12 x 12 booth space at the Bark in the Park Festival
- One public acknowledgment through main emcee announcements

DOG GAMES ARENA SPONSOR - \$2,500

Sponsorship Category: Dog Games Arena (one available)

- Includes signage at the Dog Games Arena at the Bark in the Park Festival
- Placement of logo on event T-shirt
- Logo and link on the Doggy Dash event website
- Company name and web link on the Sacramento SPCA corporate partners listing
- One social media post leading up to the event on the Facebook Doggy Dash page
- Complimentary registration for 4 team members with event T-shirts
- Prominent 12 x 12 booth space at the Bark in the Park Festival
- One public acknowledgment through main emcee announcements



BEER GARDEN SPONSOR - \$2,500

Sponsorship Category: Beer Garden (one available)

- Includes signage and promotions at the 'Watering Bowl' Bark in the Park Festival Beer Garden
- Placement of logo on event T-shirt
- Logo and link on the Doggy Dash event website
- Company name and web link on the Sacramento SPCA corporate partners listing
- One social media post leading up to the event on the Facebook Doggy Dash page
- Complimentary registration for 4 individuals with event T-shirts
- 10 x 10 booth space at the Bark in the Park Festival
- One public acknowledgment through main emcee announcements

SPRINGER SPANIEL SPONSOR - \$1,000

Multiple Available

- Placement of logo on event T-shirt
- Logo and link on the Doggy Dash event website
- Company name and web link on the Sacramento SPCA corporate partners listing
- Complimentary registration for 2 individuals with event T-shirts
- 10 x 10 booth space at the Bark in the Park Festival



DACHSHUND SPONSOR - \$500

Multiple Available

- Business name listed on event T-shirt
- Business name and link on the Doggy Dash website
- 2 complimentary event T-shirts
- 10 x 10 booth space at the Bark in the Park Festival

CORPORATE TEAM SPONSORSHIP

Multiple Available

As a sponsor, we invite your employees to enjoy the day by walking as a corporate team. Perks include company name on your t-shirts, team sign, team photo, and discounts on registration fees.

- Team commitment of 25+ (\$40 entry fee) \$5 off per team member
- Team commitment of 50+ (\$35 entry fee) \$10 off per team member
- Team commitment of 100+(\$35 entry fee) \$10 off per team member + office dog party



SPONSOR APPLICATION FORM



YES! WE WOULD LIKE TO BE A SPONSOR! Please accept our confirmation as follows:

Sponsorship Tier

- Alpha Dog Sponsor - \$20,000
- Great Dane Sponsor - \$10,000
- Saint Bernard Sponsor - \$10,000
- Adoption Village Sponsor - \$7,500
- Portuguese Water Dog Sponsor - \$5,000
- Pup Show Arena Sponsor - \$2,500
- Dog Games Arena Sponsor - \$2,500
- Beer Garden Sponsor - \$2,500
- Springer Spaniel Sponsor - \$1,000
- Dachshund Sponsor - \$500
- I am interested in starting a corporate team!
Contact me to learn more.

Sponsor Vendor Booth Information

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 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

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*)

City

Sponsor/Vendor Contact Name

E-mail Address

Address

State

Zip

Primary Phone

Website

Payment Method

Please Invoice Me

Check's in the Mail
(*Make Payable to the
Sacramento SPCA*)

Credit Card Payment
(*Please call for this payment
method*)

Cash
(*Hand-delivery preferred*)

Please Email Form to:

Kristi Maryman, Senior Manager, Corporate Relations & Events at kmaryman@sspca.org

By Mail: The Sacramento SPCA, Events Department
6201 Florin Perkins Road, Sacramento, CA 95828

By Fax: 916.383.7062

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

SSPCA Federal Tax ID: 94-1312343