



SACRAMENTO

SPCA

DOGGY
DASH

APRIL 23
2022

DOGGY DASH 2022, TO BENEFIT THE SACRAMENTO SPCA | WILLIAM LAND PARK | APRIL 23, 2022

BE SEEN & SAVE LIVES!

THE 2022 DOGGY DASH IS BACK IN-PERSON AND IS THE PREMIER PET EVENT OF THE YEAR!

PROMOTE YOUR BUSINESS, BUILD BRAND AWARENESS, AND GAIN VALUABLE FACE-TO-FACE CONNECTIONS WITH YOUR TARGET AUDIENCE.

Now in its 29th year, the Doggy Dash has become the most prominent dog walk and 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 helps us give more than shelter to animals in need.

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 pieces in the months leading up to the event;
 - SSPCA Facebook, Instagram, and Twitter pages (combined reach of 159,000 followers)
 - 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;
- Your name/logo on event t-shirts; and
- Printed event material and other tailored marketing strategies to meet your unique needs

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SPONSOR LEVELS AND BENEFITS

ALPHA DOG SPONSOR - \$20,000

Presenting Sponsor (one available)

- Top prominent placement of your logo on event T-shirt
- Your logo and link on the Doggy Dash event website from January 2022 through April 2022
- Your logo and link on the Sacramento SPCA website
- Five social media posts leading up to the event including: Two posts on the SSPCA 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 at the Park Festival
- Custom footer on all Doggy Dash event emails, community ads and postcard mailer as presenting sponsor
- Complimentary registration for 25 team members with event T-shirts
- Five company mentions during the Bark in the Park Festival emcee announcements

GREAT DANE SPONSOR - \$10,000

Main Arena Sponsor (one available)

- Your corporate banners placed at the main arena
- Prominent placement of your logo on event T-shirt
- Your logo and link on the Doggy Dash event website from January 2022 through April 2022
- Your logo and link on the Sacramento SPCA website
- Three 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 at the Park Festival
- Inclusion on all Doggy Dash event emails and postcard mailer as a Great Dane sponsor
- Complimentary registration for 10 team members with event T-shirts
- Three company mentions during the Bark in the Park Festival emcee announcements

SAINT BERNARD SPONSOR - \$7,500

Walk Route Sponsor (one available)

- Includes signage around 2K/5K walk route (up to 5 directional signs with your logo)
- Booth placement at up to two points on the 2k/5k walk route
- Your logo and link on the Doggy Dash event website from January 2022 through April 2022
- Your logo and link on the Sacramento SPCA website
- Premier placement of your 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 at the Park Festival
- Inclusion on all Doggy Dash event emails and postcard mailer as Saint Bernard Walk Route sponsor
- Complimentary registration for 8 team members with event T-shirts
- Two company mentions during the Bark in the Park Festival emcee announcements



**THE SACRAMENTO
SPCA PROVIDES
DIRECT CARE
TO MORE THAN
35,000 ANIMALS
EACH YEAR IN
OUR COMMUNITY.**



ADOPTION VILLAGE SPONSOR - \$7,500

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 your logo on event T-shirt
- Your logo and link on the Doggy Dash event website from January 2022 through April 2022
- Your logo and link on the Sacramento SPCA website
- One social media post leading up to the event on the Facebook Doggy Dash event page
- Complimentary registration for 6 team members with event T-shirts
- Prominent 12 x 12 booth space at the Bark at the Park Festival
- One company mention during the Bark in the Park Festival emcee announcements

PORTUGUESE WATER DOG SPONSOR - \$5,000

Bark in the Park Festival Water Sponsor (one available)

- Includes signage at the two water stations at the Bark in the Park Festival
- Your logo and link on the Doggy Dash event website from January 2022 through April 2022
- Your logo and link on the Sacramento SPCA website
- Premier placement of your logo on event T-shirt
- One social media post leading up to the event on the Facebook Doggy Dash event page
- Highly visible 12 x 12 booth in premier location at the Bark at the Park Festival
- Complimentary registration for 6 team members with event T-shirts
- One company mention during the Bark in the Park Festival emcee announcements

PUP SHOW ARENA SPONSOR - \$2,500

Pup Show Arena (one available)

- Includes signage at the Pup Show Arena at the Bark in the Park Festival
- Placement of your logo on event T-shirt
- Your logo and link on the Doggy Dash event website from January 2022 through April 2022
- Your logo and link on the Sacramento SPCA website
- One social media post leading up to the event on the Facebook Doggy Dash page
- Complimentary registration for 6 team members with event T-shirts
- Prominent 12 x 12 booth space at the Bark at the Park Festival
- One company mention through main emcee announcements

DOG GAMES ARENA SPONSOR - \$2,500

Dog Games Arena (one available)

- Includes signage at the Dog Games Arena at the Bark in the Park Festival
- Placement of your logo on event T-shirt
- Your logo and link on the Doggy Dash event website from January 2022 through April 2022
- Your logo and link on the Sacramento SPCA website
- One social media post leading up to the event on the Facebook Doggy Dash page
- Complimentary registration for 6 team members with event T-shirts
- Prominent 12 x 12 booth space at the Bark at the Park Festival
- One company mention through main emcee announcements



BEER GARDEN SPONSOR - \$2,500

Beer Garden (one available)

- Includes signage and promotions at the 'Watering Bowl' Bark in the Park Festival Beer Garden
- Placement of your logo on event T-shirt
- Your logo and link on the Doggy Dash event website from January 2022 through April 2022
- Your logo and link on the Sacramento SPCA website
- 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 at the Park Festival

SPRINGER SPANIEL SPONSOR - \$1,000 (MULTIPLE AVAILABLE)

- Placement of your logo on event T-shirt
- Your logo and link on the Doggy Dash event website from January 2022 through April 2022
- Your logo and link on the Sacramento SPCA website
- Social media sponsor listing on the Facebook Doggy Dash page
- Complimentary registration for 2 individuals with event T-shirts
- 10 x 10 booth space at the Bark at the Park Festival

DACHSHUND SPONSOR - \$500 (MULTIPLE AVAILABLE)

- Business name listed on event T-shirt
- Business name and link on the Doggy Dash website from January 2022 through April 2022
- Social media sponsor listing on the Facebook Doggy Dash page
- 2 complimentary event T-shirts
- 10 x 10 booth space at the Bark at the Park Festival

YOUR SUPPORT
HELPS US
GIVE MORE
THAN SHELTER
TO ANIMALS
IN NEED



SPONSOR CONFIRMATION FORM



YES! I WOULD LIKE TO BE SEEN & SAVE LIVES!
Please accept our confirmation as follows:

Sponsorship Tier

- | | |
|---|---|
| <input type="checkbox"/> Alpha Dog Sponsor - \$20,000 | <input type="checkbox"/> Pup Show Arena Sponsor - \$2,500 |
| <input type="checkbox"/> Great Dane Sponsor - \$10,000 | <input type="checkbox"/> Dog Games Arena Sponsor - \$2,500 |
| <input type="checkbox"/> Saint Bernard Sponsor - \$7,500 | <input type="checkbox"/> Beer Garden Sponsor - \$2,500 |
| <input type="checkbox"/> Adoption Village Sponsor - \$7,500 | <input type="checkbox"/> Springer Spaniel Sponsor - \$1,000 |
| <input type="checkbox"/> Portuguese Water Dog Sponsor - \$5,000 | <input type="checkbox"/> Dachshund Sponsor - \$500 |

Sponsor Vendor Booth Information

Vendor booth space 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 secure a vendor booth.
- I will need access to electricity at my booth
- NO, I am not interested in a vendor booth.

Business & Contact Information

_____	_____	
Business Name (<i>print/type as it should appear in event materials</i>)	Address	
_____	_____	_____
City	State	Zip Code
_____	_____	
Sponsor/Vendor Contact Name	Primary Phone	
_____	_____	
E-mail Address	Website	

Payment Method

- Please Invoice Me
- Check's in the Mail
(Make Payable to the Sacramento SPCA)
- Credit Card Payment
(Please call 916.504.2802 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