

SACRAMENTO

SPCA

DOGGY  
DASH



APRIL 20  
2024

SPONSORSHIP PACKET | APRIL 20 | WILLIAM LAND PARK

# BE SEEN & SAVE LIVES

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

On April 20, 2024, the Sacramento SPCA will be celebrating the 31st annual 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 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 collateral;
  - » Sacramento SPCA Facebook, Instagram, and LinkedIn pages (combined reach of 171,000 followers)
  - » Doggy Dash Facebook event page (5,300 targeted event followers)
  - » 34,000 e-mail subscribers and 10,000 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 (113.3K followers), Instagram (56.2K followers), and LinkedIn (1.6K followers) Two posts on the Sacramento SPCA Facebook, Instagram and LinkedIn 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 34,000 email addresses/10,000 households
- Complimentary registration for 50 team members with event T-shirts
- Custom customer/partner registration discount code (up to 100 to redeem)
- Five company mentions 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 at the Park Festival
- Inclusion on all Doggy Dash event emails and postcard mailer as a Great Dane sponsor – sent to 34,000 email addresses/10,000 households
- Complimentary registration for 10 team members with event T-shirts
- Custom customer/partner registration discount code (up to 50 to redeem)
- Three company mentions during the Bark in the Park Festival emcee announcements



## NEWFOUNDLAND SPONSOR - \$10,000

**Sponsorship Category: Packet Pick-Up Offsite (one available)**

- Your company will become the site location for packet pick-up
- 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 at the Park Festival
- Inclusion on all Doggy Dash event emails and postcard mailer as a Newfoundland sponsor – sent to 34,000 email addresses/10,000 households
- Complimentary registration for 10 team members with event T-shirts
- Custom customer/partner registration discount code (up to 50 to redeem)
- Three company mentions during the Bark in the Park Festival emcee announcements





# SAINT BERNARD SPONSOR - \$7,500

Sponsorship Category: Walk Route & Water Station Sponsor (one available)

- Includes signage around 2K/5K walk route (up to 5 directional signs with sponsor logo)
- Booth placement at one or both water stations 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 34,000 email addresses/10,000 households
- Complimentary registration for 10 team members with event T-shirts
- Custom customer/partner registration discount code (up to 50 to redeem)
- Three company mentions during the Bark in the Park Festival emcee announcements







## 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
- Highly visible 12 x 12 booth in premier location at the Bark at the Park Festival
- Inclusion on the Doggy Dash postcard mailer - sent to 34,000 email addresses/10,000 mailing addresses
- Complimentary registration for 6 team members with event T-shirts
- Custom customer/partner registration discount code (up to 25 to redeem)
- One company mention 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 company mention 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 company mention 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
- 12 x 12 booth space at the Bark in the Park Festival

## 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
- Newfoundland Sponsor - \$10,000
- Saint Bernard 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

## 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

I am interested in starting a corporate team! Contact me to learn more.

## 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  
*sspca.org/eventsupport*

Cash  
*Hand-delivery preferred*

## Please Email Form to:

Kristi Maryman, Senior Manager, Corporate Relations & Events at [kmaryman@sspca.org](mailto: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](mailto:kmaryman@sspca.org)

SSPCA Federal Tax ID: 94-1312343