

BARKTOBERFEST 2017

SPONSORSHIP OPPORTUNITIES

100% of Profit Benefiting the Pensacola Humane Society

SATURDAY, OCTOBER 28, 2017

9 AM to 4 PM

AT SEVILLE SQUARE IN DOWNTOWN PENSACOLA

BEST IN SHOW

(Only 1 Available - Reserve ASAP)

\$5,000 Donation

BENEFITS INCLUDED:

Your company will be celebrated as the BEST IN SHOW sponsor on our high-traffic website, PensacolaHumane.org, for an entire year with a direct link going to your website, Facebook or other choice of destination.

Your company will be graciously thanked at all pre-event public relations. Your logo will also be featured prominently on all event flyers and other marketing materials as the presenting sponsor.

Your company name will have hierarchy over all other sponsors on the main-stage banner at event.

Your company will be allotted a space for a table or tent at the event. (In your choice of location)

Complimentary Barktoberfest T-shirts for the staff working your table or tent at the event.

Sponsor provided banner displayed at event.

Logo prominently displayed on the front of the highly sought after Barktoberfest T-shirt.

Speaking time for a representative from your company to address the gathered crowd prior to the most popular event prize awards - The Grand Prize Award Of The Pet Contest And The Grand Prize For The Contest Winner.

Your company logo will displayed in both the PHS Print and On-Line Newsletters. (6,700 circulated)

Your company will be thanked and have a focus write up in the Barktoberfest issue of the newsletter.

TOP DOG

(Only 8 Available)

\$2,000 Donation

BENEFITS INCLUDED:

Your company will be thanked as the TOP DOG sponsor on our high-traffic website, PensacolaHumane.org, for an entire year with a direct link going to your website, Facebook or other choice of destination.

Your company name will have a prominent location on the main-stage banner at event.

Logo prominently displayed on the back of the highly sought after Barktoberfest T-shirt.

Company logo listed in our member newsletter (6,700 circulated)

Your company logo will displayed in both the PHS Print and On-Line Newsletters.

Your company will be thanked and have a focus write up in the Barktoberfest issue of the newsletter.

Your company logo will be listed in Barktoberfest E-blast (2,000 recipients)

Your company will be allotted a space for a table or tent at the event. (In your choice of location?)

Complimentary Barktoberfest T-shirts for the staff working your table or tent at the event.

SPONSORSHIP TYPES CONTINUED

BIG DOG

(Only 15 Available)
\$800 Donation

BENEFITS INCLUDED:

- Your company name displayed on the main-stage banner at event.
- Logo displayed on the back of the highly sought after Barktoberfest T-shirt.
- Your company will be allotted a space for a table or tent at the event.
- Complimentary Barktoberfest T-shirts for the staff working your table or tent at the event.
- Your company name will displayed in both the PHS Print and On-Line Newsletters (6,700 circulated).
- Your company logo will be listed in Barktoberfest E-blast (2,000 recipients).

PET PARTNERS

\$400 Donation

BENEFITS INCLUDED:

- Your company logo on banner at event.
- Your company name listed in PHS newsletter (6,700 circulation) and e-blast (2,000 recipients)
- Your company will be allotted a space for a table or tent at the event.

CAT CHAMPS

\$250 Donation

BENEFITS INCLUDED:

- Your company name listed on a sign at event.
- Your company name listed in PHS newsletter (6,700 circulation) and e-blast (2,000 recipients)
- Your company will be allotted a space for a table or tent at the event.

PUPPY PALS

\$150 Donation

BENEFITS INCLUDED:

- Your company name listed on a sign at event.
 - Your company name listed in PHS newsletter (6,700 circulation) and e-blast (2,000 recipients)
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WHO WE ARE

The Pensacola Humane Society is a non-profit no kill shelter that depends on donations for all expenses. We receive no government funding and are not affiliated with a national organization. Our mission is improving the lives of companion animals in our community through advocacy, adoption, education, and sanctuary.

WHAT BARKTOBERFEST IS

Barktoberfest features pet contests, demonstrations, pet portraits, live entertainment, family-friendly games, adoptable dogs, costumes, many types of vendors and much more!

Approximately **15,000 passionate people** and their pets attend the festival every year.

The event has become highly anticipated by Pensacola and surrounding area residents and will be **publicized and promoted heavily** in the local media. This includes radio, newspapers, other print media, on-line news, social media and more in the week leading up to the event. It will also be heavily discussed, referenced, and linked to by Pensacola and surrounding area residents in person and in social media.

It's kind of a big thing!

WHY YOU SHOULD SPONSOR

Barktoberfest is Pensacola's largest dog-centric, family friendly event, drawing both local and non-local supporters from surrounding states. Your sponsorship will be seen by thousands of animal-loving attendees both during the event and on social media. Barktoberfest t-shirts are always a smashing success, allowing your company to shine long after Barktoberfest is over.

More importantly, your donation will have a direct effect on the lives of the many homeless animals in and around Pensacola. By becoming a Barktoberfest sponsor you help to provide food, vaccinations, and costly medical treatments to improve the lives of animals in need. Your donation also allows us to offer additional low-cost services to the public - allowing animals to stay in their homes and reducing the number of unwanted litters born every year.

All sponsorship levels, except Puppy Pal, include space for a table or tent for the promotion of products or services for your company. However, you must bring your own table or tent, promotional signage and staffers to the event.

You are also responsible for keeping your area clean and taking garbage that will not fit in waste bins such as large cardboard boxes off the site.

Your logo will need to be given to us either as a vector file, hi-resolution JPG/PDF with solid background, or a transparent hi-resolution PNG. Please contact us with any questions regarding this.

Please e-mail the file to: director@pensacolahumane.org

Prize donations for our Barktoberfest contests and raffles are another amazing opportunity to bring awareness to your company!

Gift baskets, gift certificates, free products and free services are all accepted.

THE PENSACOLA HUMANE SOCIETY PRESENTS:

BARKTOBERFEST XVI

SPONSORSHIP AGREEMENT FORM

FULL PAYMENT IS DUE OCTOBER 1, 2017

Please return completed form with a check payable to:

Pensacola Humane Society
5 North Q Street
Pensacola, FL 32505

SELECT YOUR SPONSORSHIP LEVEL

- BEST IN SHOW**
- TOP DOG**
- BIG DOG**
- PET PARTNER**
- CAT CHAMP**
- PUPPY PAL**

Company Name: _____

Contact Person: _____

Contact E-Mail: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Print Your Name: _____

Your Signature: _____ Date: _____

Will you be attending and setting up an event table? YES NO

If yes, will you require electricity? YES NO

If yes, please check our map online at pensacolahumane.org/barktoberfest and select your top 3 location choices*.

1: _____ 2: _____ 3: _____

PLEASE CONTACT US WITH ANY QUESTIONS OR CONCERNS AT:

Phone: 850 466 3945 **email:** director@pensacolahumane.org

Your support for the animals
at The Pensacola Humane Society is truly appreciated.