



DOG WALK & WOOFESTOCK

CELEBRATING **20** YEARS OF WALKING!



SPONSORSHIP OPPORTUNITIES

ABOUT THE EVENT

The SPCA of Wake County is known for its outstanding, high-profile (and fun), community events! You are invited to sponsor the largest dog event in North Carolina where over 2,500 people and 1,000 dogs will come together for the cause of helping homeless pets.

Whether your business is looking to get your product or service in front of the right audience, or wanting to engage employees with fun, team-building opportunities, or you are an individual donor looking for a big participation impact – we have a WIN-WIN option for you!

Invest your marketing dollars in a great cause and get returns that go beyond sales – including returns in community good will, happy employees and returns in lives changed for pets and people. If your business caters to a market of pet owners (which is about 60% of the population!) then your brand needs to be in front of this incredible group of people.



DOG WALK DEMOGRAPHICS

- 52% are 45 years or older
- 28% are 45-54 years
- 24% are 35-44 years
- 64% earn between \$50K - \$99K
- \$450K Median Home Value
- 76% Female/24% Male



COMMUNITY IMPACT

Your support improves the community and it changes the world. **Thank you!** We are passionate about showcasing this **life-saving work that YOU make possible.**

Please let us know if you'd like to learn more! We are here for you.

[CLICK HERE TO COMPLETE YOUR PAYMENT ONLINE](#) ➔



SPCA OF WAKE COUNTY
**DOG WALK &
WOOFSTOCK**
SPONSORSHIPS

VENDOR
\$250
25 AVAILABLE

ADVOCATE
\$500

BRONZE
\$1,000

SILVER
\$2,500

GOLD
\$5,000

PRESENTING
\$10,000

PRE-EVENT BENEFITS

Announcement of sponsorship on: Facebook (37,000+) & Twitter (4,600+)							✓
Your logo & link on SPCA event website: (84,000-104,000 impressions)		Sponsor Page	Sponsor Page	Sponsor Page	Footer + Sponsor Page	Footer + Sponsor Page	
Opportunity to include a company promotional item in event Goody Bag							✓
Additional Social Media recognition					1 pre-event 1 post-event	1 pre-event 2 post-event	
<i>Employee engagement:</i> (10) Free registrations for company employees					✓	unlimited	
<i>Employee engagement:</i> Pet office visit! Enjoy a fun, interactive visit from an SPCA pet							✓
<i>Employee engagement:</i> SPCA Day-of-Service					✓	✓	
Recognition as Presenting Sponsor on event collateral and in press release							✓

AT THE EVENT BENEFITS

Opportunity to sell merchandise at event		✓	✓	✓	✓	✓	✓
Listing in event guide (2,500+)		✓	✓	✓	✓	✓	✓
Event space		10' x 10'	10' x 10'	10' x 10'	10' x 10'	10' x 10'	20' x 20'
Tent, Table and Chairs		6' table 2 chairs	tent, 6' table 2 chairs	tent, 6' table 2 chairs	tent, 6' table 2 chairs	tent, 6' table 2 chairs	tent, 2, 6' tables 4 chairs
Recognition on Event T-shirt (2,500+)			Name	Name	Logo	Logo	Logo
Recognition on Event Signage			Name	Name	Logo	Logo	Logo
Company advertisement or message on a route marker(s) for the walk						3	5
Company mentions from stage					1	3	5

POST-EVENT BENEFITS

Your logo in the SPCA's 2019 e-newsletter (emailed to 37,200+ supporters)							✓
Company recognition in SPCA Quarterly Magazine (57,000+ impressions)			name listing in 1 issue	name listing in 1 issue	name listing in 1 issue	logo listing in 1 issue	logo listing in 1 issue
Framed Thank You/Recognition Certificate		✓	✓	✓	✓	✓	✓

= **NEW!** Customize your sponsorships by choosing additional benefits (based on your sponsor level) on the next page!

Experience Sponsorships | Make this event the experience of a lifetime for attendees by becoming one of our Experience Sponsors! These opportunities are exclusive and granted on a first-come basis

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SPONSORSHIP AGREEMENT FORM

YES, we would like to support the SPCA of Wake County by participating at the sponsorship level:

SPONSORSHIP LEVELS ► CUSTOMIZED BENEFITS ▼	VENDOR \$250 ○	ADVOCATE \$500 ○	BRONZE \$1,000 ○	SILVER \$2,500 ○	GOLD \$5,000 ○	PRESENTING \$10,000 ○
VENDOR ONLY: 10'x10' tent required. Check here to rent one for \$100		PICK 1	PICK 2	PICK 4	PICK 4	ALL INCLUDED
Announcement of sponsorship on: Facebook and Twitter						✓
Your promotional item in event bag						✓
Additional Social Media recognition						✓
(10) Free registrations						✓
Pet office visit!						✓
Route marker with logo/message						✓
Company mention from stage						✓
Your logo & link in SPCA's 2019 e-newsletter						✓

[CLICK HERE TO COMPLETE YOUR PAYMENT ONLINE ►](#)

BUSINESS, COMPANY OR ORGANIZATION: _____

(as it should appear on event materials)

CONTACT NAME: _____

MAILING ADDRESS: _____

MAILING ADDRESS: _____

EMAIL ADDRESS: _____

WEB ADDRESS: _____

My check to the SPCA of Wake County is enclosed. (Mail to SPCA | 200 Petfinder Lane | Raleigh, NC 27603)

Please charge: VISA/ MasterCard / American Express / Discover _____

Card # _____ Expiration Date: _____

Credit Card Verification Code : _____ (3 or 4 digit security code)

Billing Address: _____

City, State, Zip _____

More: Your sponsorship benefits will begin when we receive this form (or online form) and payment in full. Your exposure will begin through our digital marketing efforts on our website and social media channels. Sponsorship package benefits and rates can be customized to fit your needs. Please contact us to discuss!

Questions? Contact Amy Crum, Director of Donor Experience at 919-532-2082 or acrum@spcawake.org.

SPCA Dog Walk & Woofstock: Saturday, April 27 | 9:00am-1:00pm @ Booth Amphitheatre, Cary NC

The SPCA of Wake County is a 501(c)(3) nonprofit corporation. Federal Tax ID#: 56-0891732