



# Sponsorship Opportunities

|   | Paw-sitive Partner | Cat's Meow      | Loyal Companion | Animal Ally    | Community Champions<br><i>(Non-profits/charities)</i> |
|---|--------------------|-----------------|-----------------|----------------|---|
| Investment                                | \$10,000           | \$5,000         | \$2,500         | \$1,000        | \$300   |
| Logo recognition on website               | ✓                  | ✓               | ✓               | ✓              |   |
| Logo on festival map                      | Large              | Medium          | Small           |                |   |
| Name on festival map                      |                    |                 |                 | ✓              | ✓   |
| Recognition of support in festival emails | ✓                  | ✓               | ✓               |                |   |
| Tagged social media mentions              | 4 posts            | 3 posts         | 2 posts         | 1 post         |   |
| Sponsor display at festival               | 20' x 20'          | 10' x 10'       | 10' x 10'       | Bring Your Own | Bring Your Own  |
| Complimentary walk/run registration       | 20 people          | 15 people       | 10 people       | 5 people       | 3 people  |
| Activation opportunity*                   | Gold Location      | Silver Location | Bronze Location | At booth       | At booth  |

**All sponsorship levels include:**

- A feature on printed posters.
- Sample or promo item included in walk/run participant packs.
- Opportunity for organizational team-building through volunteering at festival.

\*Activation opportunity – gold will be located in highest traffic area etc.