

DOG DAYS ADOPTION EVENTS



Dog Days  
**Event**  
**Sponsor**  
Information

# DOG DAYS ADOPTION EVENTS



## Why Sponsor Dog Days?

Besides helping the most adorable shelter dogs find great homes you can also help your business get noticed by more people!

### Publicity

Publicity for every event includes:

- Local and regional newspapers
- Local and regional TV & Cable stations
- Radio
- Town merchant window advertising
- Cross promotion opportunities with local and regional businesses and groups including school and church programs.
- Participating rescues websites and fan/Facebook pages
- Minimum of 200 fliers distributed by more than 50 volunteers



### Projected Attendance

Dog Days events are “rain or shine” and we’ve not been affected by the weather with respect to our attendance. (In fact we’ve had some pretty bad weather but adopters never cease to amaze us and line up to come in!)

- Projected attendance is between 800 and 2000 people
- Attendance is free and there is no charge to park

### Social Media

With over 12,000 fans on Facebook and a consistent strategy for “getting the word out” we’re confident your message will be seen. Dog Days has over 1200 registered volunteers and we’ve adopted out more than 2000 dogs using our social media strength on Facebook, Twitter and Instagram!

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## Sponsorship Opportunities

### Presenting Sponsors

**\$2000**

Corporations or businesses who underwrite a portion of an adoption event.

- Logo on all signage, website, site materials, "Sponsored By"
- Press release sent with sponsor information
- Recognition on Social Media outlets (Twitter, Facebook, Instagram)
- Recognition during event as supporter for the event.
- Sampling in adopter and volunteer bags
- Framed certificate of Appreciation
- Window decal for storefront or car etc.:  
"Buy From People Who Support Animal Rescue – Like Us!"

*Only three Presenting Sponsors total will be used on signage and other materials.*

### Rescue Guardians

**\$500**

- Logo on event welcome banner and website
- Recognition on Social Media outlets (Twitter, Facebook, Instagram)
- Sampling in adopter and volunteer bags
- Window decal for storefront or car etc.:  
"Buy From People Who Support Animal Rescue – Like Us!"

### Rescue Directors

**\$200**

- Logo on event welcome banner and website
- Sampling in adopter and volunteer bags
- Window decal for storefront or car etc.:  
"Buy From People Who Support Animal Rescue – Like Us!"

### Rescue Shepherds

**\$100**

- Name of individual or business on website.
- Window decal for storefront or car etc.:  
"Buy From People Who Support Animal Rescue – Like Us!"
- Sampling in adopter and volunteer bags

### In Memory of

**\$20**

- Individual donations with names noted on our website and read at our event during the BLESSING OF THE ANIMALS



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## Advertising Opportunities

### Online Ads

**\$300**

Having a great upcoming sale? Moving? Advertise with us! We'll get the word out in three different ways AND we send out before, during and after the event!

#### WEBSITE

We have ad space on all pages of the website, you may ask for your ad to be placed on a certain page but it's first come first served.

#### NEWSLETTER

Before and after every event we send out an online newsletter to our mailing list of about 3000 names.

#### FACEBOOK

With over 10,000 fans and growing we promote our sponsors online and ask our volunteers to visit their shop or business as well as "liking" your business page!

*Ads are \$300 each to create and place on the site. You must provide text and logo for use in the ad in one email, logos should be in jpeg format, text must fit in available space. Ads will run for three months on our site and we will send you the artwork to re-use if you would like.*

### Information in New Adopter Bags

**\$50**

For a minimum donation of \$50 we will include a coupon and/or information about your business in our new adopter bags. These bags are given to each adopting family with information about how to care for their new dog as well as pertinent health information and contact information. Families often travel an hour or more to come to our events so vendors from a wide area so your message will be seen by more than those in the immediate area.

### Loyalty Cards

**\$100**

Want to reach people right in your town and offer the deal of a lifetime? For \$50 dollars we will add your offer to our "Loyalty Card" and sell to the general public as a fundraiser for Dog Days. Restaurants, hair salons, service stations – anyone who wants to get the word out about their time limited deal should love our LOYALTY CARD program.

*This program is best for those businesses who are willing to give a great deal to a new customer. Cards can be punched for a one- time use.*