



May 18, 2024  
5-9 PM

THE  
GATEWAY

[UtahHumane.org/Bark](https://UtahHumane.org/Bark)

The Humane Society of Utah invites you and your family, friends and pups for a night of fun in downtown Salt Lake City at the Gateway!





**HUMANE  
SOCIETY  
OF UTAH**

Bark at the Moon 2024

## This is our largest consumer event!



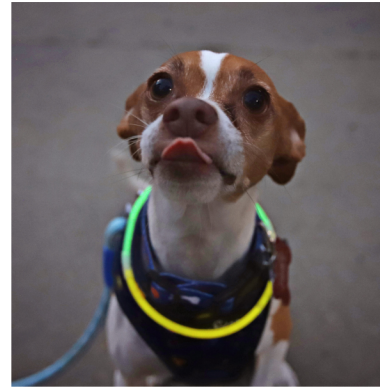
**4,319,000**

Website Page Views



**60,000**

Email Subscribers



**106,000**

Facebook Followers



**60,300**

Instagram Followers



**68,000**

Clinic Customers



**87,000**

Utahns engaged with  
HSU per year

### Event Attendee Information:

The primary audience for Bark at the Moon is women ages 24 - 34.  
With most attendees residing in Salt Lake City, Sandy, and Draper.  
We sold out with 1,000 attendees in 2023.

**This year, HSU is applying for a 1,500-attendee event permit so we can increase the number of participants.**





## **A Pawfect Night**

Come indulge in yummy food trucks and local craft beer as you explore our vendor alley for specialty products and cool off in Gateway's splash pad.

Our annual Bark at the Moon event will end with a pup-friendly glow walk.

## **Limited Sponsorship Opportunities**

Sponsorship opportunities are even more exclusive for the 2024 Bark at the Moon event. There are only 25 spots available!

Be one of the lucky few businesses to engage with up to 1,500 community members.

To reserve your spot, email [Sponsor@UtahHumane.org](mailto:Sponsor@UtahHumane.org).

SPONSOR ASSETS	PRESENTING SPONSOR- \$10,000	GLO-WALK SPONSOR- \$7,500	EVENT SPONSOR- \$5,000	BAR SPONSOR- \$5,000
Presenting Sponsor mentioned along with event in CW 30/ABC 4 Segment	X			
Presenting Sponsor mentioned alongside event during HSU's automatic phone greeting message	X			
"Presented by (Your Company)" included on HSU's event emails, social media posts, and press releases	X			
"Supported by (Your Company)" included on HSU's event emails.		X		
Logo featured at the Glo-Walk start line		X		
Company name and logo featured in the footer of HSU event email blasts	X	X		
Company name and logo featured prominently on HSU's event webpage	X	X		
Company logo featured on HSU branded event billboards	X			
Company logo featured on YESCO media event billboards on I-15	X			
Company logo on cover photo of Facebook event banner	X			
Company logo featured on Gateway Tower in Plaza	X	X	X	X
Company logo featured on glow sticks for the glo-walk		X		
Logo prominently displayed near bar				X
Company tagged in 5 Facebook posts	X			
Company mentioned in 3 Instagram posts and 2 Instagram stories	X	X		
Company mentioned in 3 Instagram stories			X	X
Company logo featured on HSU photo backdrop at event	X			
Company logo featured prominently on virtual course map	X	X	X	X
Company logo featured prominently on printed course map	X	X	X	X
Prominent booth space in vendor alley	X	X	X	X
Full-sized ad in virtual event program and map	X	X		
Half-sized ad in virtual event program and map			X	X
Logo placed at the top of the virtual event program	X	X		
Logo placed at the end of the virtual event program			X	X
Logo featured on HSU event banners	X	X	X	X
Opportunity to give away your company's branded swag to each attendee	X	X	X	X
Verbally thanked by the MC for your sponsorship at the beginning of the event and during the event	X	X	X	X
Event passes	15 tickets	10 tickets	8 tickets	8 tickets
Company logo featured in HSU Quarterly Newsletter	X	X		
Company name featured in HSU Quarterly Newsletter	X	X	X	X
1-Year Inclusion on HSU's Support our Businesses page on website	X	X		
Company logo featured in HSU's Annual Report Sponsor Feature	X	X		
Company logo featured on event website			X	X





SPONSOR ASSETS	SPLASH PAD SPONSOR- \$2,500	MUSIC SPONSOR- \$2,500	ACTIVITY SPONSOR- \$2,000	COMMUNITY SPONSOR- \$1,200	BOOTH SPONSOR- \$500
Company mentioned in 1 Instagram story	X	X	X	X	X
Company name featured on virtual course map	X	X	X	X	X
Logo placed prominently near Gateway splash pad	X				
Logo prominently displayed near Gateway event stage		X			
Logo prominently displayed near sponsored activity. (Activity to be provided by HSU).			X		
Booth in vendor alley	X	X	X	X	X
Half size ad in virtual event program and map	X	X			
Quarter size ad in virtual event program and map			X	X	
Logo placed at the end of the virtual event program	X	X	X	X	
Name placed at the end of the virtual event program					X
Logo featured on HSU event banners	X	X	X	X	
Opportunity to giveaway your company's branded swag to each attendee	X	X	X	X	
Verbally thanked by the MC for your sponsorship at the beginning of the event and during the event	X	X	X	X	
Event passes	6 tickets	6 tickets	4 tickets	4 tickets	2 tickets
Company name listed in HSU Quarterly Newsletter	X	X	X	X	
Company logo featured on event website	X	X	X	X	X