

BARKTOBER fest



CELEBRATE THE SPOOKY SEASON AT
OUR ANNUAL BARKTOBERFEST EVENT!

Saturday, Sept 28, 2024
11 am - 2 pm
Utah Cultural Celebration Center

UtahHumane.org/barktoberfest

GET YOUR BRAND IN FRONT OF 2,000+ DOG LOVERS!

Join the Humane Society of Utah and 2,000+ dog lovers for a spooktacular celebration embracing the Halloween season. HSU will have activities for kids, adults, and furry friends alike.

At this event, participants can engage in a Halloween costume contest and pet parade, all supporting a noble cause. They can also explore local vendor booths, let their pup showcase their skills in a Trick-n-Treat contest, indulge in treats from various food trucks, savor local craft beer, and immerse themselves in fun Carnival games.

Take advantage of this frightfully delightful experience to get your brand in front of 2,000+ dog lovers!



COSTUMES FOR COMPASSION: A PET PARADE WITH PURPOSE



Your sponsorship will empower our efforts to gather funds during Barktoberfest, especially through our Halloween Costume Pet Parade. This event is more than just a showcase for the spooky and creative costumes of your beloved pets; it's a pivotal moment to contribute positively to the lives of animals awaiting homes.

The parade will incorporate a peer-to-peer fundraising component, encouraging participation from individuals, teams, and organizations to unite and generate support for homeless pets. Each step participants take will advance our mission to offer shelter, care, and affection to animals in need.

SPONSORSHIP OPPORTUNITIES

Marketing Assets	EXCLUSIVE Presenting Sponsor: \$20,000	SOLD! Supporting Sponsor: \$10,000	EXCLUSIVE Pet Parade Sponsor: \$7,500	Media Sponsor: \$5,000	Event Sponsor: \$5,000
At least 30 days leading up to the event, your organization logo will appear on HSU's Interstate-15 electronic billboard sign	X	X			
A representative from your organization will have the opportunity to speak briefly during the live program about your support	X	X			
Company logo featured on Facebook event banner	X	X			
Logo, company name and sponsor type featured prominently on event webpage	X	X	X		
Company logo and sponsorship featured in our annual report	X	X	X		
Company tagged on appropriate social media posts promoting the event	X	X	X		
Corporate Volunteer Experience at our facility	Up to 30 employees	Up to 10 employees	Up to 10 employees		
Adoption package insert (brochure or insert provided by sponsor) one month promotion	X	X	X	X	X
Logo featured on HSU event banners prominently displayed throughout event venue	X	X	X	X	X
Company logo featured on HSU photo backdrop at event	X	X		X	X
Company logo featured at the Pet Parade start and finish lines			X		
Company logo featured on the Pet Parade peer-to-peer fundraising platform			X		
20 X 10 Booth Space in a prominent location in the Vendor Spook Alley	X	X	X	X	X
Opportunity to give away your company's branded swag to each attendee	X	X	X	X	X
Thanked verbally at the beginning and end of the program and several times throughout the event by our emcees	X	X	X		
Thanked verbally at the end of the program by our emcee				X	X
Free event passes	30	25	20	10	10
Full-page advertisement in our digital event program	X	X	X		
Half-page advertisement in our digital event program				X	X
Logo featured in the header of our emails promoting this event	X	X	X		
Logo featured in the footer of our emails promoting this event				X	X
Company name and sponsorship mentioned in HSU post-event blog	X	X			
Recognition on "Support our Business Partners" on HSU website for 1 year	X	X	X		
Full-sized ad in digital event program	X	X	X		
Half-sized ad in digital event program				X	X
Logo placed at the top of the digital event program	X	X	X		
Logo placed at the bottom of the digital event program				X	X
Logo featured on the printed event map	X	X			

EXCLUSIVE

Marketing Assets	Music Sponsor: \$2,500	Carnival Game Sponsor: \$1,500	Community Sponsor: \$1,000	Booth Sponsor: \$400	Booth Sponsor: \$200 (Nonprofit)
Logo displayed on signage near appropriate designated sponsor area (Example: Music Sponsor near stage, etc)	X	X			
10 x 10 Booth space in the Vendor Spook Alley	X	X	X	X	X
Company name featured on virtual course map	X	X	X	X	X
Thanked verbally at the end of the program by our emcee	X	X	X		
Company logo featured on online event webpage	X	X	X	X	X
Half-page advertisement in our digital event program	X	X			
Quarter-size advertisement in digital event program			X		
Company name recognition in our Fall newsletter	X	X	X		
Event tickets	5	4	4	2	2
Organization's logo will be featured as your specific sponsor type at the end of the digital event program	X	X	X		

