



Barktoberfest

Sept. 28

Sponsorship
Opportunities

HUMANE SOCIETY OF UTAH

Barktoberfest

Event Details

Saturday, September 28, 2024
from 1-7 pm
Utah Cultural Celebration Center
UtahHumane.org/barktoberfest

To benefit the Humane Society of Utah

Overview

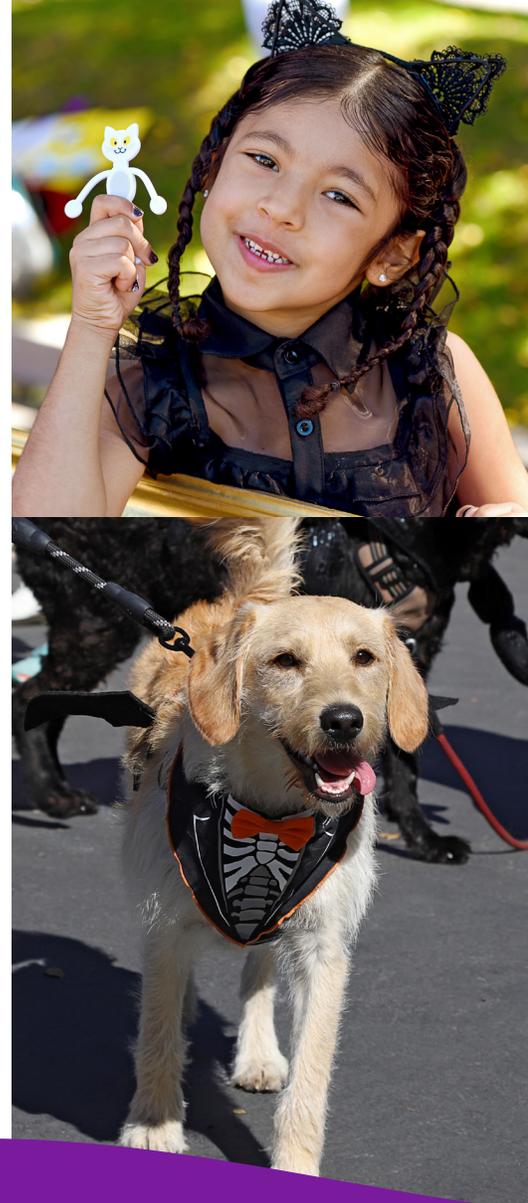
Kick off the spooky season at the 2024 Barktoberfest, Utah's most fun, spooky, and pup-tacular fundraising event. This family- and dog-friendly event features craft beer, food trucks, music, dog contests, Halloween costumes, carnival games, a walk, and YOU!

Attendee Highlights

- Anticipate 1,500+ guests and hundreds of dogs
- Attendees from the Salt Lake Valley and surrounding areas

Contact

- Email Sponsor@UtahHumane.org or call 801-506-7893



HSU Online Presence Highlights



4,319,297
Website Page Views



63,000
Email Subscribers



64,600
Instagram Followers



107,000
Facebook Followers



7,000 TikTok Followers and growing rapidly

Barktoberfest

Sponsorship Matrix

CLAIMED

Marketing Asset	Presenting Sponsor: \$10,000 (Exclusive)	Gold Paw Sponsor: \$8,000 (Exclusive)	Silver Leash Sponsor: \$5,000 (Exclusive)	Bronze Bone Sponsor: \$2,500	Brass Collar Sponsor: \$1,500
Company logo featured on HSU photo backdrop at event	♥				
Company tagged on appropriate social media posts promoting the event	♥				
30 days leading up to the event, your organization logo will appear on HSU's Interstate-15 electronic billboard sign	♥	♥			
Recognition on "Support our Business Partners" on HSU website for 1 year	♥	♥			
Company name and sponsorship mentioned in HSU post-event blog	♥	♥			
Company logo featured at the Walk start and finish lines	♥	♥	♥		
Company logo featured on the Walk peer-to-peer fundraising platform	♥	♥	♥		
Thanked verbally during the program by our emcee	♥	♥	♥	♥	
Company logo featured on the back of event T-Shirt	♥	♥	♥	♥	
Adoption package insert (brochure or insert provided by sponsor) one month promotion	♥	♥	♥	♥	
Logo, company name and sponsor type featured prominently on event webpage	♥	♥	♥	♥	♥
Logo featured on HSU event banners prominently displayed throughout event venue	♥	♥	♥	♥	♥
Logo included in emails promoting this event	♥	♥	♥	♥	♥
Organization's logo featured as specific sponsor type on digital event program	♥	♥	♥	♥	♥
Opportunity to give away your company's branded swag to each attendee	♥	♥	♥	♥	♥
20 x 10 Booth Space in a prominent location	♥	♥	♥	♥	♥
Free event passes	20	15	10	8	5

To claim your sponsorship, email Sponsor@UtahHumane.org or call 801-506-7893.

Event Details and Reminders

Be prepared for the weather:

Barktoberfest happens wind, rain or shine!

Electricity and generators are not provided.

Sponsors are encouraged to bring:

- 🐾 10' x 10' tents, weights, banners, promotional signs, and table and chairs.
- 🐾 Friendly and knowledgeable staff to promote your business
- 🐾 Branded sWAG to pass out at your booth
- 🐾 You may bring merchandise to sell - you are responsible for sales tax

To take full advantage of your sponsorship benefits, please have your logo submitted by:

- 🐾 **8/1/24** - For the event t-shirt
- 🐾 **8/11/24** - For pre-event email blasts
- 🐾 **8/28/24** - For event signs and banners

The Humane Society of Utah is dedicated to the elimination of pain, fear, and suffering in all animals. Our goal is to keep pets and people together, bring them together, and help move each animal to their most appropriate outcome as quickly as possible.

We're Better Together!

YOUR 2023 IMPACT



Pet Adoptions
5,529



Owned Pets
Served through
Shelter Diversion
1,889



Pets Transferred in
from Overcrowded
Shelters
780



Vaccines
Given
114,380



Pets
Spayed/Neutered
11,971

