



Barktober Fest

September 29th, 2018
at Lollypop Farm



Committed

The Big Dog Sponsorship

\$10,000

Pre-Event

- Company listed as exclusive presenting sponsor – **“Barktober Fest 2018 presented by XYZ Company”**
- Company logo or name listed as **presenting sponsor** on all pre-event materials promoting Barktober Fest, including but not limited to:
 - Barktober Fest event page(s) on Lollypop Farm’s website.
 - Barktober Fest event emails (*sent to 59,800 valid email addresses...30,000 more than last year!*).
 - Pre-event publicity including print advertising, television, online, press releases, and promotions with media partners.
 - Company name listed as presenting sponsor on all Facebook posts mentioning Barktober Fest.
 - Special announcement as Barktober Fest presenting sponsor via Facebook.

Event Day

- 10x10 exhibit space prominently located during the event.
- Logo or name prominently placed on event day stage banner, event signage, and event materials.
- Company name mentioned as presenting sponsor on all Barktober Fest Facebook posts.
- Opportunity for a company representative be the **Honorary Chairperson** of the event.
- Logo (*1-color*) on the front of Barktober Fest t-shirts.
- Company banner displayed on fence at the event (*company-supplied*).
- Opportunity to insert promotional items, coupons or product samples in goodie bags (*700 bags*).
- **Form a Tail Waggin’ Team-** company team will received a reserved time slot for Barktober Fest photo of your employees/team. Photo will be sent to company representative to share with team.

Post Event

- Company name listed as presenting sponsor in post-event press release.
- Inclusion in Thank You letters mailed to all Barktober Fest participants (*600+*)
 - Company name mentioned as Presenting Sponsor in letter.

For more information contact:

Kelly Wolfe, Manager of Corporate and Foundation Relations
at (585) 223-1330 x244 or kwolfe@lollypop.org



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The Pet Lover Sponsor

\$5,000

Pre-Event

- Company logo in pre-event posters, print and television advertising, and registration materials.
- Company logo (*with hyperlink*) on Barktober Fest section of Lollypop Farm's website.
- Company logo (*with hyperlink*) in special Barktober event emails (*sent to 59,800 valid email addresses...30,000 more than last year!*)
- Company name and logo shared in one Barktober Fest social media post on Facebook.

Event Day

- Logo (*1-color*) on the back of Barktober Fest t-shirts.
- Sponsor 10' x 10' exhibit space at the event to display and sell merchandise; hand out samples, coupon, advertisements; demonstrate products. Tent, 8 foot table and 2 chairs provided.
- Company banner displayed at the event (*company-supplied*)- **Due Sept 21st**
- Opportunity to insert promotional material or product samples in goodie bags handed out to each participant (*700 bags prepared*)- **Due Sept 14th**.
- **Form a 'Tail Waggin' Team**- company team will received a reserved time slot for Barktober Fest photo of your employees/team. Photo will be sent to company representative to share with team.

Post Event

- Adoption Packets – opportunity to insert company-provided brochure or other material (*one item*) in 3,000 of our adoption packets given to new Lollypop Farm pet adopters (*approximately 500 adoptions/month*).

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Carefree Canine Sponsor

\$2,500

Pre-Event

- Company logo in pre-event posters and registration materials.
- Company logo (*with hyperlink*) on Barktober Fest section of Lollypop Farm website.
- Company logo (*with hyperlink*) in special Barktober Fest event emails (*sent to 59,800 valid email addresses...30,000 more than last year!*).

Event Day

- Logo (*1-color*) on the back of Barktober Fest t-shirts.
- Sponsor 10' x 10' exhibit space at the event to display and sell merchandise; hand out samples, coupons and advertisements; demonstrate products. Tent, 8 foot table and 2 chairs provided.
- Company banner displayed at the event (*company-supplied*). **Due Sept 21st**
- Opportunity to insert promotional material or product samples in goodie bags handed out to each participant (*700 bags prepared*) **Due Sept 14th**.
- **Form a Tail Waggin' Team-** company team will received a reserved time slot for Barktober Fest photo of your employees/team. Photo will be sent to company representative to share with team.

Post Event

- Adoption Packets – opportunity to insert company-provided brochure or other material (*one item*) in 1,500 of our adoption packets given to new Lollypop Farm pet adopters (*approximately 500 adoptions/month*).

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Frisky Pup Sponsor

\$1,000

Pre-Event

- Company name (*with hyperlink*) on Barktober Fest section of Lollypop Farm website.
- Company name (*with hyperlink*) in special Barktober Fest event emails (*sent to 59,800 valid email addresses...30,000 more than last year!*).

Event Day

- Name (*1-color*) on the back of Barktober Fest t-shirts
- Sponsor 10' x 10' exhibit space at the event to display and sell merchandise; hand out samples, coupons and advertisements; demonstrate products. Tent, 8 foot table and 2 chairs provided.
- Company banner displayed at the event (*company-supplied*). **Due Sept 21st**
- Opportunity to insert promotional material or product samples in goodie bags handed out to each participant (*700 bags prepared*). **Due Sept 14th**
- **Form a Tail Waggin' Team-** company team will received a reserved time slot for Barktober Fest photo of your employees/team. Photo will be sent to company representative to share with team.

Enhance Your Sponsorship

- **Adoption Packets**
Increase your sponsorship by \$300 for the opportunity to add your company material in our adoption packets. This benefit allows you to add one piece in 500 adoptions packets (*approximately one month's worth*).

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Best Friend Sponsor

\$500

Pre-Event

- Company name (*with hyperlink*) on Barktober Fest section of Lollypop Farm website.
- Company name (*with hyperlink*) in special Barktober Fest event emails (*sent to 59,800 valid email addresses...30,000 more than last year!*).

Event Day

- Name (*1-color*) on the back of Barktober Fest t-shirts.
- Sponsor 10' x 10' exhibit space at the event to display and sell merchandise; hand out samples, coupons and advertisements; demonstrate products. Tent, 8 foot table and 2 chairs provided.
- Opportunity to insert promotional material or product samples in goodie bags handed out to each participant (*700 bags prepared*). **Due Sept 14th**
- **Form a Tail Waggin' Team-** company team will received a reserved time slot for Barktober Fest photo of your employees/team. Photo will be sent to company representative to share with team.

Enhance Your Sponsorship

- **Adoption Packets**
Increase your sponsorship by \$300 for the opportunity to add your company material in our adoption packets. This benefit allows you to add one piece in 500 adoptions packets (*approximately one month's worth*).

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Committed

Pooch Smooch

\$2,000

Pre-Event

- Company name (with hyperlink) on Barktober Fest section of Lollypop Farm website.
- Company name (with hyperlink) in special Barktober Fest emails (*sent to 59,800 valid email addresses...30,000 more than last year!*).

Event Day

- Name (1-color) on the back of Barktober Fest t-shirts.
- Company banner displayed exclusively on the Pet Assisted Therapy Dog Kissing Booth.
- Sponsor 10' x 10' exhibit space at the event to display and sell merchandise; hand out samples, coupons and advertisements; demonstrate products. Tent, 8 foot table and 2 chairs provided.
- Opportunity to insert promotional material or product samples in goodie bags handed out to each participant (*700 bags prepared*) **Due Sept 14th**
- **Form a Tail Waggin' Team-** company team will received a reserved time slot for Barktober Fest photo of your employees/team. Photo will be sent to company representative to share with team.

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