



PENINSULA SPCA'S
Barktoberfest

DOG WALK & FESTIVAL

to benefit the animals of the Peninsula SPCA

Saturday, October 12, 2019
Mill Point Park in Downtown Hampton

Dear friend of the Peninsula SPCA,

It's time to gear up for the Peninsula SPCA's Barktoberfest! Our 13th Annual Barktoberfest Dog Walk & Festival will benefit the animals and programs of the Peninsula SPCA. There will be local rescue groups, community partners, and animal-related exhibitors, live music, a craft beer tasting, and vendors attending this event, in addition to nearly 2,000 members of our community.

We invite you to join us as a sponsor of this year's Barktoberfest Dog Walk and Festival. Your support is so important to the continued success of the shelter as an Adoption Guarantee (or "No Kill") Shelter. Since the transition, the PSPCA has been able to expand our services to not only include adoption, but humane education offerings to students and civic groups, and to offer low-cost vaccinations and spay/neuter services to the public, staying true to our mission *to find loving homes for every animal in our care, and to advocate for the humane treatment of all animals in our community.* However, the PSPCA relies solely on community support to operate. **This year, we hope to raise \$40,000 for Peninsula SPCA pets through our Barktoberfest event.**

We hope you will join us at the Barktoberfest Dog Walk & Festival on **Saturday, October 12th** at Mill Point Park in Downtown Hampton, from 12 p.m. to 6 p.m. For more details about this great event, visit www.PeninsulaSPCA.org/Barktoberfest.

On behalf of the animals we serve, thank you in advance for your generosity and support.



Sincerely,

Megan S. Steele
Executive Director
Peninsula SPCA

Jodi Dean
Marketing & Community Relations Manager
Peninsula SPCA

SPONSORSHIP INFORMATION

\$5,000 – PRESENTING PARTNER

Barktoberfest is the high-quality Dog Walk and Festival with live music, vendors and craft brew tasting in beautiful Downtown Hampton.

Benefits Include:

- Priority logo placement on all promotional materials and event T-shirt
- Logo placement on SPCA website and Facebook page
- Booth space at event in premium location for maximum viewing (10x10 area)*
- Company banner displayed at the event
- 2 weeks of message time on the SPCA marquee (seen by 48,000 cars daily)
- Inclusion of promotional items in participant goody bags
- 15 complimentary event registrations (which includes event t-shirt, admission to the festival and dog walk, & goody bag)
- 15 complimentary Barktoberfest tasting packages (which includes Bow-Wow beer tasting tickets, limited edition pint glass, admission to the festival and dog walk, & goody bag)

\$3,500 – WALKING TRAIL SPONSOR

Participants join together to walk for the animals, along a one mile paved route through Downtown Hampton.

Benefits Include:

- Priority logo placement on all promotional materials and event T-shirt
- Logo placement on SPCA website and Facebook page
- Booth space at event in premium location for maximum viewing (10x10 area)*
- Company banner displayed at the event
- 2 weeks of message time on the SPCA marquee (seen by 48,000 cars daily)
- Inclusion of promotional items in participant goody bags
- 15 complimentary event registrations (which includes event t-shirt, admission to the festival and dog walk, & goody bag)

\$2,500 – WOOFSTOCK STAGE SPONSOR

Presenting partner for our Woofstock stage, featuring music and live entertainment including canine games and contests

Benefits Include:

- Priority logo placement on all promotional materials and event T-shirt
- Logo placement on SPCA website and Facebook page
- Booth space at event (10x10 area)*
- Display of a company banner at the Woofstock Stage
- 1 week of message time on the SPCA marquee (seen by 48,000 cars daily)
- Inclusion of promotional items in participant goody bags
- 10 complimentary event registrations (which includes event t-shirt, admission to the festival and dog walk, & goody bag)

\$1,500 – BARKTOBERFEST BEER GARDEN SPONSOR

Guests will love to bring their pets for a relaxing afternoon of tasting local craft brews!

- Logo placement on promotional materials and event T-shirt
- Logo placement on SPCA website and Facebook page
- Booth space at event (10x10 area)*
- Display of company banner at the event
- Inclusion of promotional items in goody bags
- 8 complimentary Barktoberfest Packages (which includes Bow-Wow beer tasting tickets, limited edition pint glass, admission to the festival and dog walk, & goody bag)

\$1,000 – WATER STOP SPONSOR

Provides refreshing pools of water for our thirsty dogs at the festival and along the walking trail

- Name/logo on signage at a minimum of two water stops
- Logo placement on promotional materials and event T-shirt
- Logo placement on SPCA website and Facebook page
- Booth space at event (10x10 area)*
- Inclusion of promotional items in goody bags
- 6 complimentary event registrations (which includes event t-shirt, admission to the festival and dog walk, & goody bag)

\$750 – DOGGY SNACK BAR SPONSOR

Provides doggy snacks for our dogs to be displayed in our refreshments tent

- Priority logo placement on all promotional materials and event T-shirt
- Logo placement on SPCA website and social media
- Booth space at event (10x10 area)*
- Inclusion of promotional items in goody bags
- 2 complimentary event registrations (which includes event t-shirt, admission to the festival and dog walk, & goody bag)

\$500 – ACTIVITY SPONSOR

From our K-9 Cake Walk to our People & Pets Costume, Barktoberfest has plenty of activities for every pup and family.

- Name/logo on activity signage
- Priority logo placement on event T-shirt
- Listing of sponsor name on SPCA website
- Booth space at event (10x10 area)*
- Inclusion of promotional items in goody bags

\$250 – PAWS SPONSOR

- Listing of sponsor name on SPCA website
- Booth space at event (10x10 area)*
- Inclusion of promotional items in goody bags

** Note: All sponsors are responsible for providing tables, chairs, tents, etc. for their reserved spaces. Sponsor must stay throughout the event and must not close booth areas prior to conclusion of event.*



SPONSORSHIP REGISTRATION

Company Information:

Business Name: _____

Contact Person: _____ Position: _____

Mailing Address: _____

City: _____ State: _____ Zip _____

Phone: _____ Cell Phone: _____

Email: _____

Please email your company's logo to jodi@peninsulaspca.org upon sponsorship registration. Please send a high resolution color logo. A .png file with a transparent background is preferred. A .jpeg will also be accepted.

Sponsor Level:

- Presenting Partner - \$5,000 Walking Trail Sponsor - \$3,500 Woofstock Stage Sponsor - \$2,500
 Barktoberfest Beer Garden - \$1,500 Water Stop Sponsor - \$1,000 Doggy Snack Bar - \$750
 Activity Sponsor - \$500 Paws Sponsor - \$250 Other: _____

I would like to donate the following items for the Goody Bags:

Approximately 400 goody bags. Inclusion of promotional items depends on sponsorship levels. **Items must be received by 9/25/19.*

1. _____

2. _____

Will deliver Pick-up required. Please pick up after this date: _____

Payment Information:

Check (payable to Peninsula SPCA) VISA MasterCard Discover American Express

Credit Card #: _____ Exp. Date: _____/_____/_____

Signature: _____ Date: _____

Submit Your Registration: To receive all marketing benefits, please submit your registration form and logo file to us by July 31st.

Mail: Peninsula SPCA, Barktoberfest
523 J. Clyde Morris Blvd.
Newport News, VA 23601

Email: jodi@peninsulaspca.org
Fax: 757-595-9945
Phone: 757-595-1399, ext. 103