



PENINSULA SPCA'S
Barktoberfest
DOG WALK & FESTIVAL
to benefit the animals of the Peninsula SPCA

October 9, 2021
Downtown Hampton

Dear friend of the Peninsula SPCA,

It's time to gear up for the Peninsula SPCA's Barktoberfest! Our 15th Annual Barktoberfest will benefit the animals and programs of the Peninsula SPCA. There will be local rescue groups, community partners, live music, a craft beer tasting, and vendors attending this event.

Unfortunately, due to COVID-19, we were unable to hold our event last year. So, we are incredibly excited to once again join fellow animal lovers on Downtown Hampton's beautiful waterfront. Not only is this our first live event in over a year, but also one of the first live fall festivals in Hampton Roads since the Pandemic!

Barktoberfest is our second largest fundraiser of the year and is critical to the shelter's operation. We hope you will join us as a sponsor of this year's Barktoberfest. Your support ensures the continued success of the Peninsula SPCA as a community resource for pets and people. In addition to adoption services, the shelter has expanded our scope to include humane education offerings for students and civic groups, as well as 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.* The PSPCA relies solely on community support to operate. **This year, we hope to raise \$50,000 for Peninsula SPCA pets through our Barktoberfest event.**

We hope you will join us at the Barktoberfest Dog Walk & Festival on **Saturday, October 9th** at Mill Point Park in Downtown Hampton, from 12 p.m. to 6 p.m. For more details about this one of a kind event on the Peninsula, 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

As the presenting partner you are Top Dog!

Benefits Include:

- Priority logo placement **as the presenting partner** on all promotional materials and event T-shirt
- Logo placement on SPCA website and Facebook page
- Inclusion in **customizable** stage announcements throughout the event
- 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
- Reserved **Table for 10** in the festival VIP area with table service, pet escorts and snack basket for table, with 10 complimentary Barktoberfest Tasting Packages (which includes Bow-Wow beer tasting tickets, limited edition pint glass, admission to the festival and dog walk, & goody bag)
- **15** complimentary event registrations (which includes event t-shirt, admission to the festival and dog walk, & goody bag) with access to VIP area
- **10** General Admission Tickets (festival admission & goody bag - *while supplies last*) that can be used for business incentives or giveaways

\$3,500 – WALKING TRAIL SPONSOR

Participants join together to walk for the animals, along a one mile paved route along Downtown Hampton's beautiful waterfront and along historic Queensway.

Benefits Include:

- Priority logo placement on all promotional materials and event T-shirt
- Logo placement on SPCA website and Facebook page
- Inclusion in customizable stage announcements throughout the event
- 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
- Reserved **Table for 10** in the festival VIP area with table service, pet escorts and snack basket for table, with 10 complimentary Barktoberfest Tasting Packages (which includes Bow-Wow beer tasting tickets, limited edition pint glass, admission to the festival and dog walk, & goody bag)
- **5** complimentary event registrations (which includes event t-shirt, admission to the festival and dog walk, & goody bag) with access to VIP area
- **10** General Admission Tickets (festival admission & goody bag - *while supplies last*) that can be used for business incentives or giveaways

\$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
- Inclusion in stage announcements throughout the event
- 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
- Reserved **Table for 10** in the festival VIP area with table service, pet escorts and snack basket for table, with 10 complimentary Barktoberfest Tasting Packages (which includes Bow-Wow beer tasting tickets, limited edition pint glass, admission to the festival and dog walk, & goody bag)
- **5** General Admission Tickets (festival admission & goody bag - *while supplies last*) that can be used for business incentives or giveaways

\$2,000 – BARKTOBERFEST VIP AREA SPONSOR

Get your business in front of other local businesses who also support the Peninsula SPCA!

Benefits Include:

- Logo placement on promotional materials and event T-shirt
- Logo placement on SPCA website and Facebook page
- Inclusion in stage announcements throughout the event
- Booth space at event (10x10 area)*
- Display of company banner at the event
- Signage recognizing the VIP Area sponsor
- Inclusion of promotional items in goody bags
- Reserved **Table for 10** in the festival VIP area with table service, pet escorts and snack basket for table, with 10 complimentary Barktoberfest Tasting Packages (which includes Bow-Wow beer tasting tickets, limited edition pint glass, 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!

Benefits Include:

- Logo placement on promotional materials and event T-shirt
- Logo placement on SPCA website and Facebook page
- Inclusion in stage announcements throughout the event
- 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

Benefits:

- 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
- Inclusion in stage announcements throughout the event
- 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

Benefits Include:

- Priority logo placement on all promotional materials and event T-shirt
- Logo placement on SPCA website and social media
- Inclusion in stage announcements throughout the event
- 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 Contest, Barktoberfest has plenty of activities for every pup and family.

Benefits Include:

- 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

An economical way to get in front of hundreds of animal lovers and pet owners!

Benefits Include:

- 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 booth spaces. Sponsor must man their booth for the entire 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:

- | | | |
|---|--|--|
| <input type="checkbox"/> Presenting Partner - \$5,000 | <input type="checkbox"/> Walking Trail Sponsor - \$3,500 | <input type="checkbox"/> Woofstock Stage Sponsor - \$2,500 |
| <input type="checkbox"/> Barktoberfest VIP Area | <input type="checkbox"/> Barktoberfest Beer Garden - \$1,500 | <input type="checkbox"/> Water Stop Sponsor - \$1,000 |
| <input type="checkbox"/> Doggy Snack Bar - \$750 | <input type="checkbox"/> Activity Sponsor - \$500 | <input type="checkbox"/> Paws Sponsor - \$250 |
| <input type="checkbox"/> 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 August 15th.

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