

MONMOUTH COUNTY SPCA

25TH ANNIVERSARY

DOG WALK + PET FAIR

Social Media Exposure:



65K



17K



4K



SPECIAL 25TH ANNIVERSARY SPONSORSHIP OPPORTUNITIES

SOLD!

SUPERHERO SPONSOR \$8,500 (Exclusive Sponsor - 1 available)

Exclusive banner ad featured in Dog Walk email blasts; company name announced on weekly radio spots on 94.3 The Point; 5ft. welcome banner with logo or business name at main check-in area; company logo or business name on signage leading to main check-in area; full page ad with prominent placement in event journal, exclusive logo on all "doggie bags" and opportunity to include promotional items; logo included on Dog Walk registration form and event schedules; sponsor recognition on social media, event website with clickable link, printed and online materials, and in press releases before and after the event; opportunity for company representative to make remarks at awards ceremony at the Main Stage and to serve on Costume Contest judging panel; company logo featured on collectible Dog Walk t-shirt with 10 complimentary shirts; and two vendor spaces (one with preferred placement) at the event (1 table and 2 chairs per space included).

HEROES IN TRAINING SPONSOR \$6,500 (Exclusive Sponsor - 1 available)

The most popular spot at our Dog Walk is our Meet and Greet Station featuring the MCSPCA's adoptable dogs. Our pups looking for a home will wear your company logo on a pin/ patch attached to an "Adopt Me" vest at the event, prominent banner signage at the Adorable Adoptables tent, your company's logo on a full page "thank you" ad from our canines in the event journal, one live Facebook feed/featured post showing adoptables and your signage at the event plus 3 dedicated Facebook posts to 65K+ followers with MCSPCA's "Dog of the Week" video in the month before the event; company logo featured on collectible Dog Walk t-shirt with 8 complimentary shirts; PLUS all Wonder Dog perks (below).

CAPTAIN AMERIDOG SPONSOR \$5,000 (Limited Opportunity - 2 available)

2 Facebook posts with your logo as sponsor to 65K+ followers with MCSPCA's "Dog of the Week" video in 2019; company logo on Dog Walk registration form; sponsor recognition on social media and event website with clickable link, on printed and online materials, and in press releases before and after the event; full page ad with prominent placement in event journal, company representative to serve on Cutest Tricks or Costume Contest judging panel; invitation to include promotional items in our "doggie bags"; signage at the Main Stage area; company logo featured on collectible Dog Walk t-shirt with 8 complimentary shirts; and vendor space with preferred placement at the event (1 table and 2 chairs included).

2019 DOG CAPE SPONSOR \$4,000

Company logo on 2019 Dog Cape worn by all dogs registered; company logo on Dog Walk event schedules; full page ad in event journal; invitation to include a promotional item in our "doggie bags"; sponsor recognition on event website with clickable link; company logo featured on collectible Dog Walk t-shirt and 6 complimentary shirts; and vendor space with preferred placement at the event (1 table and 2 chairs included).

WONDER DOG SPONSOR \$3,500

Company logo on Dog Walk event schedules; full page ad in event journal; invitation to include a promotional item in our "doggie bags"; sponsor recognition on event website with clickable link; company logo featured on collectible Dog Walk t-shirt and 6 complimentary shirts; and vendor space with preferred placement at the event (1 table and 2 chairs included).

FEATURED SPEAKER SPONSOR \$3,500 (Exclusive Sponsor - 1 available)

Company logo on event website; signage at Featured Speaker Station; company logo featured on collectible Dog Walk t-shirt and 6 complimentary shirts; and vendor space with preferred placement at the event (1 table and 2 chairs included).

MY DOG IS A SUPERHERO ESSAY CONTEST SPONSOR

\$3,000 (Exclusive Sponsor - 1 available)

Everyone has a heroic story about their dog and we want to hear it! Essay submissions from 3 age groups (Kindergarten to 8th grade, High School 9th through 12th, and adult) will be judged and awarded prizes at the event. Sponsorship includes logo recognition on essay competition forms and on social media promoting the event, and winning entries online after the event; essay sponsor recognition on Dog Walk website; full page ad in event journal; logo on event schedules; company logo featured on collectible Dog Walk t-shirt and 5 complimentary shirts; and company representative to present prizes during awards at the event.

AQUA DOG SPONSOR \$2,500 (Exclusive Sponsor - 1 available)

Company name on event website; signage at Water Stations (Cool-Off pools and Doggie Hydrating); company name featured on collectible Dog Walk t-shirt and 4 complimentary shirts; and vendor space with preferred placement at the event (1 table and 2 chairs included).

SOLD! SMOOCH A POOCH SPONSOR \$2,500 (Exclusive Sponsor - 1 available)

Who doesn't want to kiss an adorable puppy? Sponsor the charming, old fashioned kissing booth that will feature some of the smoochiest pooches around. Sponsorship includes prominent signage at booth; company name on event website; 2 live Facebook feeds/featured post to 65K+ followers showing action at the booth and your signage at the event; company name featured on collectible Dog Walk t-shirt and 4 complimentary shirts.



**QUESTIONS? EMAIL US AT
EVENTS@MONMOUTHCOUNTYSPCA.ORG
OR CALL 732-440-1529!**



MAIN STAGE SPONSOR

\$2,000 (Exclusive Sponsor - 1 available)

Company logo on Main Stage Banner; mention in program's introductory remarks; full page ad in event journal; invitation to include a promotional item in our "doggie bags"; sponsor recognition on event website with clickable link; company logo featured on collectible Dog Walk t-shirt and 4 complimentary shirts; and vendor space at the event (1 table and 2 chairs included).

CANINE CRUSADER COSTUME CONTEST SPONSOR

\$1,500 (exclusive sponsor- just 1 available)

Signage at Main Stage; company representative to sit on costume contest judging panel and award prizes; company name on event website; company name featured on collectible Dog Walk t-shirt and 2 complimentary shirts; invitation to include a promotional item in our "doggie bags"; logo featured on signage at event and in event journal; vendor space at the event (1 table and 2 chairs included).

AVENGERS ASSEMBLE SPONSOR \$1,200

Company name on event website; company name featured on collectible Dog Walk t-shirt and 2 complimentary shirts; logo featured on signage at event and in event journal; invitation to include a promotional item in our "doggie bags; vendor space at the event (1 table and 2 chairs included).

SOLD!

GOOTHAM SPONSOR \$1,000 (Exclusive Sponsor - 1 available)

Company signage at Batman/Gotham-inspired photo booth; company name on event website and in event journal; company name featured on collectible Dog Walk t-shirt and 2 complimentary shirts.

SOLD!

DIREWOLF SPONSOR \$1,000 (Exclusive Sponsor - 1 available)

Company signage at Game of Thrones-inspired photo booth; company name on event website and in event journal; company name featured on collectible Dog Walk t-shirt and 2 complimentary shirts.

CUSTOM ACTIVITY SPONSOR \$1,000

Company signage at event-themed activity or game for guests to enjoy (ie: "Game of Bones" treat toss, superhero obstacle course with sponsor signage by prizes); company name on event website; 1/2 page ad in event journal; company name featured on collectible Dog Walk t-shirt and 2 complimentary shirts.

DOGGIE SPA SPONSOR

\$1,000 (Exclusive Sponsor - 1 available)

Company signage at Doggie Salon & Spa Station; company name on event website; 1/2 page ad in event journal; company name featured on collectible Dog Walk t-shirt and 2 complimentary shirts.



FITNESS SPONSOR \$1,000 (Exclusive Sponsor - 1 available)

Company signage at Fitness Station; company name on event website; 1/2 page ad in event journal; company name featured on collectible Dog Walk t-shirt and 2 complimentary shirts.

BAT DOG SPONSOR \$500

Company name on event website; quarter page ad in event journal; 2 signs along Dog Walk route.

PUPPY SIDEKICK SPONSOR \$250

Company name on event website; quarter page ad in event journal.

FOR VENDOR OR FUNDRAISING OPPORTUNITIES, VISIT WWW.MCSPCADOGWALK.ORG!



25TH ANNIVERSARY EVENT JOURNAL OPPORTUNITIES:

Our journal will be 8 1/2 x 11, full color

Full Page - \$250

Half Page - \$125

Quarter Page & Business Card Size - \$75

Front Inside Cover - \$500

Back Inside Cover \$500

Back Cover \$750

Personal Pet Pages (submitted by individuals for their pets, not businesses):

Photo of pet and message only

Full: \$100 Half: \$50

Deadline April 13th

QUESTIONS? EMAIL EVENTS@MONMOUTHCOUNTYSPCA.ORG!



THANK YOU FOR YOUR SUPERHERO SUPPORT OF OUR SHELTER ANIMALS!

PLEASE SUBMIT THE FORM BELOW WITH PAYMENT

Mail: 260 Wall Street, Eatontown, NJ 07724

Email: events@monmouthcountyspca.org

Fax: 732-542-4552

PLEASE COMPLETE THE FOLLOWING

Sponsor/Vendor Level: _____

Company: _____

Contact Name: _____

Address: _____

City, State, Zip: _____

Email: _____

PAYMENT OPTIONS

Enclosed is a non-refundable check in the amount of \$ _____ made payable to "MCSPCA Dog Walk."

Please charge my credit card (Visa, Mastercard, AMEX, Discover)

Card#: _____

Exp. Date: _____ Security Code: _____

Please call for my credit card information

I cannot participate but please accept my donation of \$ _____ to help the animals.

VENDOR INFORMATION

Description of product/services to be sold/marketed:

Bringing a dog to the event? Yes No

*All dogs in attendance (walking or not) must be registered and have proof of rabies vaccination! This ensures that every dog has gone through the required screening process. Registration fee is \$10. All dogs will receive a 2019 doggie cape at the event as proof of registration.

I would like to donate a minimum of 10% of my net proceeds to the MCSPCA. In exchange, my vendor space will include special signage to highlight my extra support.

***This does not take place of the vendor fee.**

I am selling or distributing edible product (for people or pets) and have enclosed a certificate of liability insurance with this form. Listing general liability and naming Brookdale Community College as an additional insured.

***Certificates must be received prior to the event.**

Notes _____

Please email events@monmouthcountyspca.org for placement questions and/or a map of the venue. Priority placement is given to sponsors and returning vendors. Space is first come, first serve.



Waiver: My company and I agree that by participating in the 2019 Monmouth County SPCA Dog Walk + Pet Fair on Saturday, April 27, 2019, or on the rain date of April 28, 2019, from 10 AM – 3 PM, I do so at my own risk. In consideration for participating in the event and for the other good and valuable consideration, receipt of which is hereby acknowledged. My company and I hereby release and forever hold harmless Brookdale Community College, the MCSPCA and their directors, officers, employees, agents and volunteers and their heirs, successors, assigners, and personal representatives from any liabilities, losses, costs, expenses, damages or injuries whatsoever, sustained by me, anyone in my company or my property or equipment in connection with the event, the MCSPCA reserves the right to deny applications or prohibits any exhibit not in character with their mission. By signing this document, I agree to all terms and conditions of the waiver and indemnifications above my signature. Unsigned entries will not be accepted.

Signature _____

Date _____