



# DOG DAYS OF SUMMER

**ADOPTION PALOOZA**

**SAT. JUNE 24TH @ LIGHTHOUSE ARTSPACE**

**PRESENTED BY**



**Best  
Friends**  
Save Them All

# DOG DAYS OF SUMMER ADOPTION PALOOZA

## \$10,000 - Pawty Bus

The Pawty Bus sponsor will kickstart the event and cover transport for the adoptable dogs to be picked up from participating shelters.

- Branded transport drop-off area and vehicles (branded transport vehicle magnets)
- Signage at shelter/rescue booths ("dogs brought to you by...")
- Media mention (name inclusion during media blasts/ads)
- Up to three 8'x3' banners hung on event perimeter and inside event space (provided by sponsor)
- 10'x10' booth at main event and After Pool Pawty
- Basic sponsor package

## \$10,000 - After Pool Pawty

The After Pool Pawty will be taking place during and after the Adoption Palooza at Powder Keg, right next door. Attendees will be encouraged to head over after seeing the adoptable pups, grab a drink, and continue the afternoon of fun!

- Branded event space (tent, balloons, banner, signage)
- Media mention (name inclusion during media blasts/ads)
- Up to three 8'x3' banners hung on event perimeter and inside event space (provided by sponsor)
- 10'x10' booth at main event and After Pool Pawty
- Basic sponsor package

## \$5,000 - Sit, Stay, Learn

The Sit, Stay, Learn sponsor will support the four education chill zones where there will be learning sessions throughout the event where attendees will be informed about pet care such as health, training, and behavior.

- Branded event signage at each educational station
- Listing on event map
- Printed materials to pass out at each station (content provided by sponsor)
- Opportunity to promote business one-on-one with attendees
- Basic sponsor package

## \$5,000 - Volunteer Sponsor

The Volunteer sponsor will be the fuel of the driving force of the event: the volunteer team. Without them, the event would not be possible.

- Branded T-shirts on all event volunteers
- Unique volunteer opportunity
- Enormous presence at event through volunteer engagement
- Branded volunteer sign up forms
- Basic sponsor package

## \$2,500 - Happily Ever After

The Happily Ever After sponsor will be the spotlight in the meet and greet rooms where potential adopters will meet their forever friends.

- Opportunity to stage branded rooms/signage in special meet and greet areas
- Listing on event map
- Unique volunteer opportunity
- Basic sponsor package

## \$2,500 - Big Dog Prize

The Big Dog Prize sponsor will provide the winning prize for the vacation getaway that will be up for grabs during the event

- Extensive event signage
- Designated volunteer team
- Registration signage
- Basic sponsor package

## \$1,000 - Little Dog Contest (2)

The Little Dog Contest sponsor will be showcased through the scavenger hunt-like contest that is present throughout the event.

- Branding on all contest forms
- Basic sponsor package

## \$1,000 - Treat Sponsor (2)

The Treat Sponsor will provide the pups in attendance with a tasty goodie available at each shelter/rescue booth

- Branding at each shelter/rescue booth
- Basic sponsor package

## \$500 - My Best Furiend (10)

- Name recognition on event website
- Listing on day-of event welcome signage



**FOR QUESTIONS OR TO CONFIRM YOUR SPONSORSHIP, PLEASE EMAIL PARTNERSHIPS@HOUSTONPETSALIVE.ORG**

## Basic Sponsor Package

- Logo inclusion on digital and print collateral
- Opportunity to include branded swag in swag bag (provided by sponsor)
- Social media shout-outs
- Shout-outs over loudspeaker during the event

# DOG DAYS OF SUMMER ADOPTION PALOOZA

## Event in Numbers



**800+ ATTENDEES**



**\$5,000+ IN  
GIVEAWAYS**



**250+ ADOPTABLE  
DOGS**



**50K+ EVENT  
IMPRESSIONS**



**30+ VENDORS**



**4 EDUCATION  
CHILL ZONES**



**20+ SHELTERS**

## VENDOR OPPORTUNITIES

### \$200 - Palooza Pal

- 10'x10' booth inside the temperature controlled Dog Days of Summer Adoption Palooza event
- Listing on event website
- Social media inclusion

### \$150 - Premium Pawty Pal

- 10'x10' booth under the pavilion at the After Pool Pawty (outdoors)
- Listing on event website
- Social media inclusion

### \$100 - General Pawty Pal

- 10'x10' booth on lawn at the After Pool Pawty (outdoors)
- Listing on event website
- Social media inclusion



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