



WITH THE



EDMONTON
HUMANE
SOCIETY



**SPONSORSHIP
OPPORTUNITIES**

Celebrating its **32nd year**, the Edmonton Humane Society's (EHS) **Pets in the Park** festival has become an annual tradition for local families, bringing together people and their pets to celebrate the incredible impact they have on our lives, while giving back to animals in need as all funds raised directly support EHS.



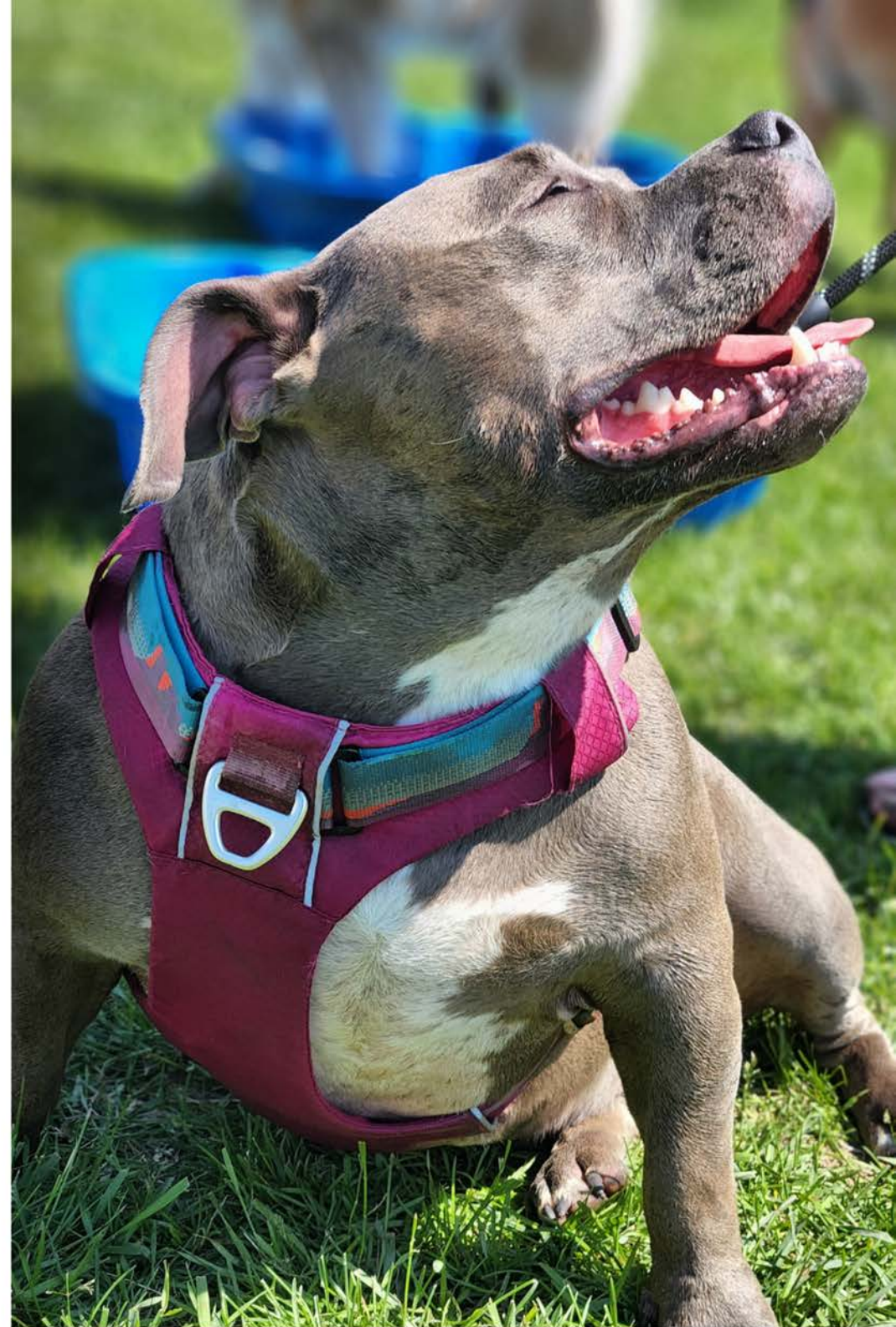
SUNDAY, JUNE 23RD, 2024



9:00 A.M. TO 4:00 P.M.



BUENA VISTA PARK





10,000+
ATTENDEES



141,660
SOCIAL MEDIA
FOLLOWERS*



44,000+
EMAIL SUBSCRIBERS



162,000+
WEBSITE VIEWS
PER MONTH

** Across all channels including; Facebook, Instagram, TikTok, LinkedIn and X.*



	Paw-sitive Partner	Cat's Meow	Loyal Companion	Animal Ally
Investment	\$10,000	\$5,000	\$2,500	\$1,000
Logo recognition on website	✓	✓	✓	✗
Name only recognition on website	✗	✗	✗	✓
Featured on printed posters	✓	✓	✓	✓
Logo on festival program/map	Large	Medium	Small	None
Recognition of support in festival emails	✓	✓	✓	✗
Tagged social media mentions	4 posts	2 posts	1 post	✗
Corporate display at festival	20' x 20'	10' x 10'	10' x 10'	✗
Sample or promo item included in walk/run participant packs	✓	✓	✓	✓
Complimentary corporate walk/run registration	20 people	10 people	✗	✗
Opportunity for organizational team-building through volunteering at festival	✓	✓	✓	✗
Opportunity for activations at festival	✓	✓	✗	✗



PAW-SITIVE PARTNER

- Logo recognition with link to your website on EHS' Pets in the Park webpage
- Featured corporate logo (second largest) on all printed event advertising posters
- Logo inclusion in the printed and digital festival program/map
- Mention of sponsorship in 4+ email blasts to 25,000+ of EHS supporters
- Minimum of 4x social media mentions on EHS' channels
- Space for corporate display (20' x 20') at the festival
- Inclusion of a product sample or promotional material in walk/run participant packs
- 2 complimentary corporate registrations (20 people) in the walk/run
- Opportunity for organizational team-building through volunteering at festival



\$10,000
INVESTMENT

PLUS!

Sponsor recognition/activation in one of the following areas:

Family Fun Zone

Main Stage

Market



CAT'S MEOW

- Logo recognition on EHS' Pets in the Park webpage
- Corporate logo on all printed event advertising posters
- Minimum of 2x social media mentions on EHS' channels
- Space for corporate display (10' x 10') at the festival
- Inclusion of a product sample or promotional material in walk/run participant packs
- A complimentary corporate registration (10 people) in the walk/run
- Opportunity for organizational team-building through volunteering at festival



\$5,000
INVESTMENT

PLUS!

Sponsor recognition/activation in one of the following areas:

- | | | | |
|-----------------|-----------------------|-------------------|----------------|
| Beer Gardens | Canine Agility Course | Caricature Artist | Cat Community |
| Dachshund Races | Photo Booth | Site Logistics | Volunteer Tent |



LOYAL COMPANION

- Logo recognition on EHS' Pets in the Park webpage
- Space for corporate display (10' x 10') at the festival
- Inclusion of a product sample or promotional material in 400 walk/run participant packs
- Opportunity for organizational team-building through volunteering at festival

PLUS!

Sponsor recognition/activation in one of the following areas:

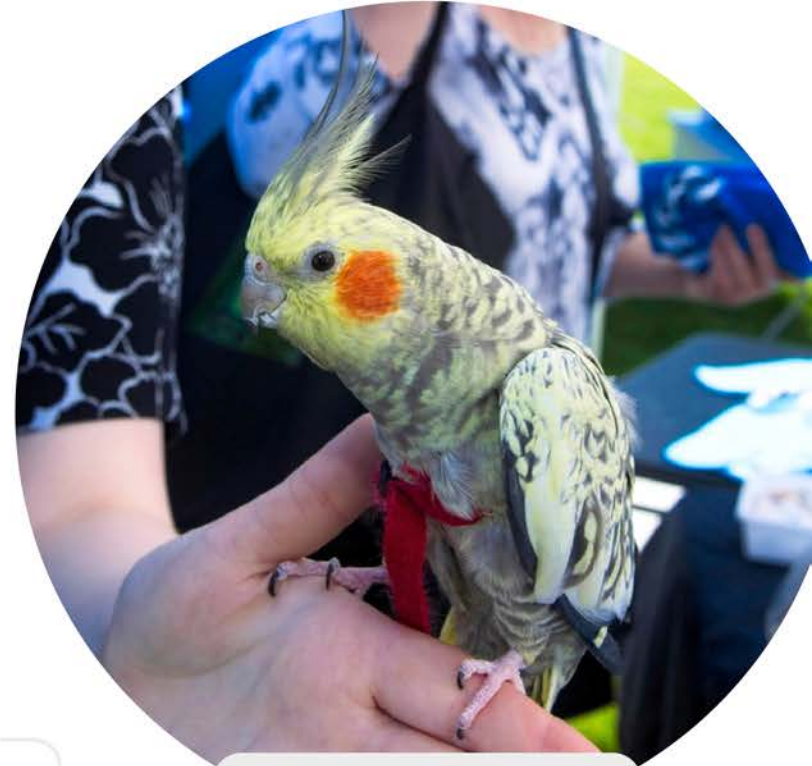
Charging Station

Doggy Splash Zone

Humane Education Tent

Shuttle

Water Bottle Station



\$2,500
INVESTMENT



READY TO JOIN US?

Please reach out as sponsorship activations are first come first serve!

Pets in the Park has many unique ways for sponsors to be involved, we are happy to discuss your ideas and build custom sponsorship packages – please reach out to discuss opportunities.

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