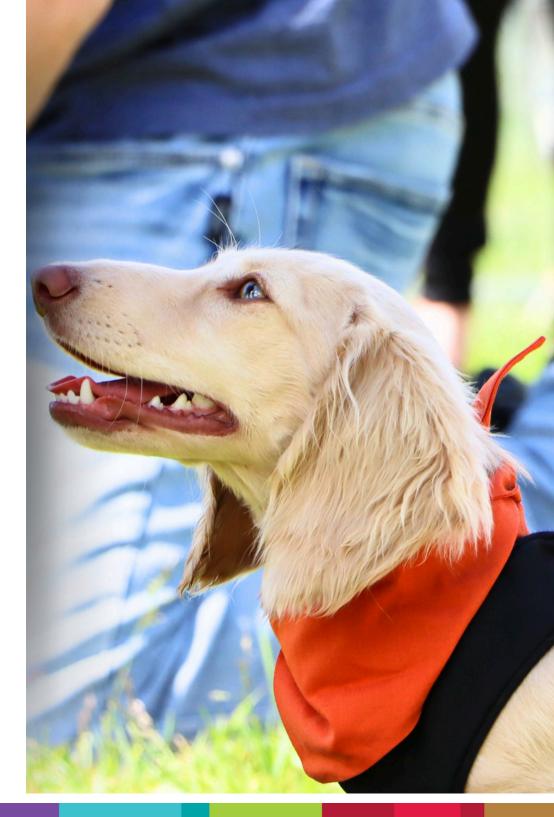


SPONSORSHIP OPPORTUNITIES

Celebrating its **33rd 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.

















* Across all channels including; Facebook, Instagram, Threads, 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 | \checkmark | \checkmark | \checkmark | × |
| Name only recognition on website | × | × | × | ~ |
| Featured on printed posters | \checkmark | \checkmark | \checkmark | ~ |
| Logo on festival program/map | Large | Medium | Small | None |
| Recognition of support in festival emails | \checkmark | \checkmark | \checkmark | × |
| Tagged social media mentions | 4 posts | 2 posts | 1 post | × |
| Corporate display at festival | 20' x 20' | 10' x 10' | 10' x 10' | Bring Your Own |
| Sample or promo item included in walk/run participant packs | \checkmark | ~ | ~ | ~ |
| Complimentary corporate walk/run registration | 20 people | 10 people | 5 people | × |
| Opportunity for organizational team-building through volunteering at festival | \checkmark | \checkmark | ~ | ~ |
| Opportunity for activations at festival | \checkmark | \checkmark | ~ | Build Your Own |



- 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' \times 20') at the festival

WITH THE

- 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 or through Shelter Takeover



\$10,000 INVESTMENT







- 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 or through Shelter Takeover



\$5,000 INVESTMENT



Build Your Own Activation: Create a unique experience for festival attendees – contact EHS to customize your sponsorship!





- 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



Sponsor recognition/activation in one of the following areas:

Charging Station

Doggy Splash Zone

Humane Education Tent

Shuttle

Water Bottle Station



\$2,500 INVESTMENT

Build Your Own Activation: Create a unique experience for festival attendees - contact EHS to customize your sponsorship!

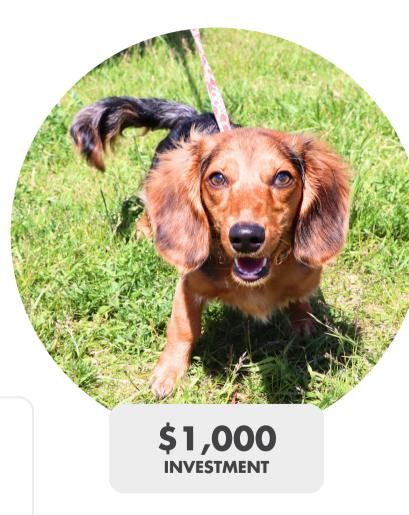


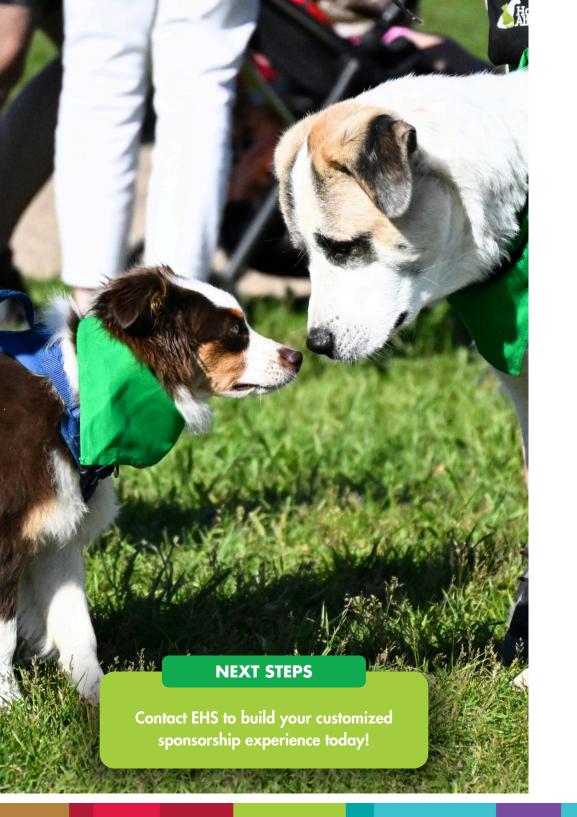


- Name recognition on EHS' Pets in the Park webpage
- Space for you to bring your own tent (10' x 10') at the festival
- Inclusion of a product sample or promotional material in 400 walk/run participant packs
- Opportunity for organizational team-building through volunteering at festival



If you have an idea for a fun and engaging activation station at Pets in the Park, this is your chance to bring it to life! At this sponsorship level, you're invited to create and host your own unique station, adding excitement and connection to the festival.





Pets in the Park is one of Edmonton's premier pet festivals, offering a unique opportunity to engage with thousands of our supporters. Get involved today to enhance your community impact while enriching the lives of people and animals!

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