



WITH THE



**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.



SUNDAY, JUNE 22ND, 2025



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



BUENA VISTA PARK





10,000+
ATTENDEES



147,770
SOCIAL MEDIA
FOLLOWERS*



44,000+
EMAIL SUBSCRIBERS



178,000+
WEBSITE VIEWS
PER MONTH

** 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	✓	✓	✓	✗
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'	Bring Your Own
Sample or promo item included in walk/run participant packs	✓	✓	✓	✓
Complimentary corporate walk/run registration	20 people	10 people	5 people	✗
Opportunity for organizational team-building through volunteering at festival	✓	✓	✓	✓
Opportunity for activations at festival	✓	✓	✓	Build Your Own



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 or through Shelter Takeover



\$10,000
INVESTMENT

PLUS!

Sponsor recognition/activation in one of the following areas:

Family Fun Zone

Entertainment Zone

Market

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



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 or through Shelter Takeover



\$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

Volunteer Sponsor

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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

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ANIMAL ALLY

- 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

PLUS!

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.



\$1,000
INVESTMENT

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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!

MARY SARETSKI

Director, Donor & Stakeholder Relations

780-203-3503

msaretski@edmontonhumanesociety.com

SANDRA BANKS

Manager, Fund Development

780-491-3885

sbanks@edmontonhumanesociety.com

ALISON SICOTTE

Development Officer, Fund Development

780-229-2943

asicotte@edmontonhumanesociety.com

NEXT STEPS

Contact EHS to build your customized sponsorship experience today!