

25TH ANNUAL
FESTIVAL FOR THE
ANIMALS

Corporate Sponsorship Opportunities

LEVEL	REGISTRATION DISCOUNT ¹	SOCIAL MEDIA MENTIONS ²	ONSITE SIGNAGE ³	LOGO ON T-SHIRT	LISTINGS	EMPLOYEE ENGAGEMENT OPPORTUNITIES ⁴	FULFILLMENT REPORT	ONSITE ACTION OPPORTUNITY
\$25,000	25%	Level 5	X Most prominent	X Front of shirt	On all as presenting sponsor	Onsite adoption event & volunteer day @ MD SPCA	X	Speaking opportunity at walk start
\$15,000	20%	Level 4	X	X	Press release, e-blasts, & autoresponders	Onsite adoption event & volunteer day @ MD SPCA	X	Participate in start line ribbon cutting
\$10,000	20%	Level 3	X	X	E-blasts & autoresponders	Volunteer day @ MD SPCA	X	
\$5,000	15%	Level 2	X	X	Autoresponders	Volunteer day @ MD SPCA		
\$2,500	15%	Level 1	X	X				
\$1,000	10%	Level 1	X					

All sponsors will receive: Onsite vendor spot⁵, logo on Festival signage, logo on the Festival website, Friend of the Maryland SPCA mark, and acknowledgment in our annual report.

See page 2 for explanations of sponsorship benefits.

For more information or with questions, please contact Erin Holswade, Marketing Event Specialist, at eholswade@mdspca.org or 410-235-8826 x 126



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Appendix

1. REGISTRATION DISCOUNT

Regular festival registration requires participants to pay or fundraise \$40, which includes an event t-shirt and bandana as well as admission to all pet activities. Sponsors and their employees will receive a unique discount code to use at time of registration in order to receive the above-mentioned discounts.

2. SOCIAL MEDIA MENTIONS

Higher levels include all benefits of the lower levels.

Level 1: Group "thank you" on MD SPCA Facebook page.

Level 2: Dedicated Facebook post.

Level 3: Boosted Facebook post (The sponsor can select targeting criteria, including location, age, gender, and three key words.)

Level 4: Dedicated Facebook video (Options include kennel makeover, check presentation, "why we support" video)

Level 5: Tagged in all social media posts as presenting sponsor and featured in Facebook Live stream of the event.

3. ONSITE SIGNAGE

Sponsor logos will appear on event signage. Size, location, and type of sign will vary by sponsorship level. The largest sponsors will be prioritized for greatest visibility. Signs include, but are not limited to, a welcome banner, water stations, walkathon start/finish line, activity stations, course markers, and directional signs.

4. EMPLOYEE ENGAGEMENT OPPORTUNITIES

Volunteer Day at the Maryland SPCA provides up to 15 staff members with an uplifting, 4-hour volunteer experience, with lunch provided by Village Square Café.

Onsite Adoption Events bring adoptable cats and/or dogs in the MD SPCA adoption van to your corporate location

5. VENDOR SPOT

Sponsors at \$5,000 and above will receive preferred vendor placement in high traffic areas and/or a space larger than the traditional 12' x 12' area.