



# WALK FOR ANIMALS

SAN DIEGO HUMANE SOCIETY

## 2023 Sponsorship Opportunities

Kit Carson Park • Feb. 25, 2023  
Liberty Station • May 6, 2023



[SDWALKFORANIMALS.ORG](http://SDWALKFORANIMALS.ORG)



# promote your brand with thousands of ON-TARGET ATTENDEES

The Walk for Animals is a beloved tradition for our community. In addition to raising essential funds to support our lifesaving work, it's an opportunity for animal lovers to join together to make a lifesaving difference for pets and wildlife in need. When you support the Walk for Animals as a sponsor, you're joining a community that is committed to creating a more humane San Diego for animals and the people who love them.

Held annually at Kit Carson Park in Escondido and NTC Park at Liberty Station, these adored, dog-friendly fundraising events attract thousands of people and their pets. Participants enjoy an organized walk, a pancake breakfast, live music, a vendor village, special activities for dogs and children, and a festive atmosphere celebrating the special bond between animals and humans.

Your sponsorship will make a lifesaving difference for more than 40,000 pets and wildlife this year by providing safe shelter, medical care, protection from cruelty and neglect, rescue and rehabilitation, and so much more!

## Sponsorship Benefits:

Partnering with San Diego Humane Society's Walk for Animals will maximize your company's exposure to passionate pet families in our region and establish your brand as a partner in our lifesaving work. Sponsoring the Walk for Animals is also a great opportunity to build camaraderie among your employees and/or clients by having them participate as a Walk Team. Most importantly, every dollar raised at the events helps give animals a second chance.





## Who You'll Reach

-  **120,000+** Email Recipients
-  **227,000+** Facebook Followers
-  **169,000+** TikTok Followers
-  **69,000+** Instagram Followers
-  **14,000+** Twitter Followers



For more information about sponsorship opportunities, please contact **Bobbie Barnes**, Director of Philanthropy, Annual & Corporate Giving at [bbarnes@sdhumane.org](mailto:bbarnes@sdhumane.org) or **619-243-3401**.

# top-dog sponsorship opportunities



NORTH COUNTY	SAN DIEGO
SOLD!	SOLD!
\$10,000	SOLD!
\$7,500	\$10,000
\$7,500	\$10,000
\$5,000	SOLD!

## Adoption Alley

**Help animals in need find new homes by sponsoring our Adoption Alley!** Banners provided by your company will be displayed on a 10x10 San Diego Humane Society tent featuring adorable adoptable animals. Special signage with your logo and name will also be displayed in the greater adoptable animals area. Your team members will also have their Walk registration fees waived and have the opportunity to volunteer in the Adoption Alley.

## The Pancake Breakfast

**The pancake breakfast is a Walk for Animals tradition, and this sponsorship is sure to make you a favorite among our attendees!** A banner recognizing your company as the Pancake Breakfast Sponsor will be displayed on the 30x20 Pancake Breakfast tent. Your team members will also have their walk registration fees waived and have the opportunity to distribute pancakes to walkers.

## The Stage

**Be part of the main event as the Walk for Animals Stage Sponsor!** A banner provided by your company will be displayed on the main stage, and your booth will be placed next to it. This is where walkers gather to warm up before the walk, listen to announcements and enjoy the sounds of a live band throughout the event.

## The Registration Tent

**As the Registration Tent Sponsor, your brand will reach thousands of attendees!** A banner provided by your company will be displayed on the 20x20 Registration Tent, and your team will have the opportunity to distribute marketing materials to walkers at check-in.

## The Dog Activities

**Bring the fun for our furry friends as the Dog Activities Sponsor!** Banners provided by your company will be displayed in our Dog Activities area, and you'll also get one 12x12 booth near the Dog Activities entrance. This popular area offers a doggie treat maze, an agility course and an "Ask a Trainer" booth.

# Top-Dog Sponsorship Benefits:

- ▶ Your logo/name on the Walk for Animals website landing page.
- ▶ Your logo/name and link on the Walk for Animals Sponsors webpage.
- ▶ Your logo/name on a series of e-blasts to San Diego Humane Society constituents (120,000+).
- ▶ Mention in our Walk for Animals social media outreach, including Facebook (227,000+ followers).
- ▶ Prominent logo placement on Walk for Animals posters, postcards and buckslips that are professionally distributed throughout San Diego County and mailed to our supporters.
- ▶ Your logo/name on the informational letter in the Walker Packet sent to registered walkers prior to the event.
- ▶ Your logo/name on the Walk for Animals stage banner.
- ▶ Tented booth near stage (except for Dog Activities sponsor).
- ▶ Special recognition from the stage.
- ▶ Prominent logo/name placement on event T-shirts.
- ▶ Your logo/name placement on course route signage.
- ▶ Four VIP parking spaces.



# flagship sponsorship opportunity



**NORTH  
COUNTY**

**\$2,500**

**SAN  
DIEGO**

**\$5,000**

## VIP Team Experience

**Spark your team's passion for animals!** As a Flagship Sponsor, your company can make a life-changing difference for animals in need while building camaraderie with your staff, clients and their dogs! With a kick-off event and ongoing fundraising support from San Diego Humane Society, your team will be set up for success — and will enjoy an extra-special tented space to gather together at the Walk.



# Flagship Sponsorship Benefits:

- ▶ Registration fee waived for all team members.
- ▶ Banners provided by your company displayed on a tent exclusively for your Company Team.
- ▶ Concierge service dedicated to your Company Team during event.
- ▶ Team Spotlight feature on the SDHS website, Walk for Animals website and social media channels.
- ▶ Your logo/name on the Walk for Animals website landing page.
- ▶ Your logo/name and link on the Walk for Animals Sponsor webpage.
- ▶ Your logo/name on a series of e-blasts to San Diego Humane Society constituents (120,000+).
- ▶ Mention in our Walk for Animals social media outreach, including Facebook (227,000+ followers).
- ▶ Your logo/name on the informational letter in the Walker Packet sent to registered walkers prior to the event.
- ▶ Special recognition from the stage.
- ▶ Logo/name on event T-shirts.
- ▶ Your logo/name placement on course route signage.



# faithful friend sponsorship opportunities



## NORTH COUNTY

\$2,500

\$2,500

## SAN DIEGO

\$5,000

\$5,000

## The Coffee Tent

Help walkers rise and shine by sponsoring coffee for event attendees! A special banner with your logo will be displayed on the 10x10 Coffee Tent. Your team will also have the opportunity to distribute coffee to walkers.

## The Water Station(s)

Help walkers stay hydrated by sponsoring a high-traffic Water Station located on the walk course! A banner provided by your company will be displayed on one 10x10 Water Station. Your team will also have the opportunity to distribute water bottles to walkers. (Four opportunities available per event.)







# Faithful Friend Sponsorship Benefits:

- ▶ Your preferred location for your 12x12 space in the Vendor Village, which comes with an 8-foot table and two chairs.
- ▶ Your logo/name and link on the Walk for Animals Sponsor webpage.
- ▶ Mention in our Walk for Animals social media outreach, including Facebook (over 227,000+ followers).
- ▶ Logo/name on event T-shirts.



# on-a-walk sponsorship opportunities



	Gold Collar Partner	Silver Collar Partner	Bronze Collar Partner	Bronze Collar Partner (Non-profit rate)
	North County: \$800 San Diego: \$1,000	North County: \$400 San Diego: \$500	North County: \$200 San Diego: \$250	North County: \$100 San Diego: \$150
<b>YOUR PREFERRED LOCATION FOR YOUR 12x12 SPACE IN THE VENDOR VILLAGE</b> , which comes with an 8-foot table and two chairs.	✓	✓	✓	✓
<b>YOUR LOGO/ NAME AND LINK ON THE WALK FOR ANIMALS SPONSOR WEBPAGE.</b>	✓	✓		
<b>LOGO/NAME ON EVENT T-SHIRTS.</b>	✓	✓		
<b>MENTION IN WALK FOR ANIMALS SOCIAL MEDIA OUTREACH, INCLUDING FACEBOOK.</b> (227,000+ followers)	✓			