



 **WALK**
FOR ANIMALS
SAN DIEGO HUMANE SOCIETY

2025
Sponsorship
Opportunities

Kit Carson Park • Mar. 22, 2025
Liberty Station • May 3, 2025



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:

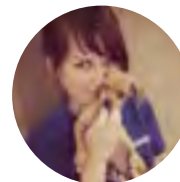
Partnering with San Diego Humane Society's Walk for Animals will maximize your company's exposure to passionate pet families in our region and establish your brand as a partner in our lifesaving work. Sponsoring the Walk for Animals is also a great opportunity to build camaraderie among your employees 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

-  **170,000+** Email Recipients
-  **288,000+** Facebook Followers
-  **214,000+** TikTok Followers
-  **125,000+** Instagram Followers
-  **14,000+** X Followers



For more information about sponsorship opportunities, please contact **Bobbie Barnes**, Director of Philanthropy, Annual & Corporate Giving at bbarnes@sdhumane.org or **619-243-6147**.

top-dog sponsorship opportunities



NORTH COUNTY	SAN DIEGO
SOLD!	SOLD!
\$10,000	\$15,000
\$7,500	\$10,000
\$7,500	\$10,000
\$5,000	\$10,000

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 (170,000+).
- ▶ Mention in our Walk for Animals social media outreach, including Facebook (288,000+ followers).
- ▶ Prominent logo placement on Walk for Animals posters, postcards and flyers 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.
- ▶ 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 (170,000+).
- ▶ Mention in our Walk for Animals social media outreach, including Facebook (288,000+ 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 288,000+ followers).
- ▶ Logo/name on event T-shirts.



on-a-walk sponsorship opportunities



12x12 SPACE IN THE VENDOR VILLAGE, which comes with an 8-foot table and two chairs.

YOUR PREFERRED LOCATION FOR YOUR VENDOR SPACE

YOUR LOGO/NAME AND LINK ON THE WALK FOR ANIMALS SPONSOR WEBPAGE.

YOUR LOGO/NAME ON THOUSANDS OF EVENT T-SHIRTS.

MENTION IN WALK FOR ANIMALS SOCIAL MEDIA OUTREACH, INCLUDING FACEBOOK. (288,000+ followers)

YOUR NAME/LOGO ON COURSE ROUTE SIGNAGE.

Gold Collar Partner

North County: \$800
San Diego: \$1,000



Silver Collar Partner

North County: \$400
San Diego: \$500



Bronze Collar Partner

North County: \$200
San Diego: \$250



Bronze Collar Partner (Non-profit rate)

North County: \$100
San Diego: \$150

