



2.8.20

Bark in the Park

Sponsorship Opportunities

Curtis Hixon Park • 11:00 AM - 3:00 PM

BarkInTheParkTampa.com

Humane Society of Tampa Bay


OUR VISION

Leading the way because every life counts™

OUR MISSION

Dedicated to ending animal homelessness and providing care and comfort for companion animals in need.

OUR 2018 ACCOMPLISHMENTS

 **1,903**
free pet vaccinations provided in underprivileged communities

 **5,786**
feral (community) cats received *TNVR services
*trap/neuter/vaccinate/return to neighborhood

 **12,410**
spay/neuter surgeries at our animal hospital

 **33,682**
wellness patients seen at our animal hospital

 **157,543**
volunteer hours

 **171,780**
pounds of free pet food distributed to keep pets in homes

86¢

per dollar goes back to the animals

93%
save rate

9,874
animals saved



33rd Annual Bark in the Park

A family and dog-friendly walk and pet festival featuring live music, food trucks, beer, adoptables, vendors, doggie costume contests, and a 1-mile stroll along the river.

WHAT

February 8, 2020
11:00 AM – 3:00 PM

WHEN

Curtis Hixon Park
*Along the Hillsborough River
in beautiful downtown Tampa*

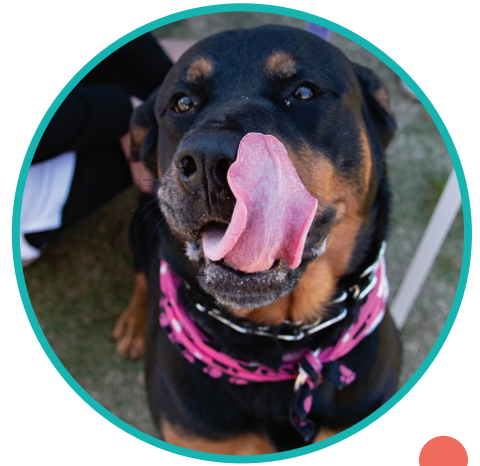
WHERE

To raise funds for the homeless animals in our care while celebrating our love for pets with the Tampa Bay Community.

WHY

33rd Annual Bark in the Park

Walk. Wag. Bark.



EVENT ATTENDEES

More than 4,000 participants are expected to support and attend Tampa's most prominent family and pet friendly event.

EVENT PROMOTION

Beasley Media Group: WiLD 94.1, 99.5 QYK,
Q105, 92.5 Maxima, 98.7 The Shark
Community Calendars

Eblast with a circulation of 71,000+

Facebook with 110,000+ followers

Instagram with 18,700+ followers

Twitter with 5,700+ followers

Website with 100,000+ monthly hits

Fox 13 Good Day: Pet of the Week Segment

ABC Morning Blend: Pet of the Week Segment

93.3 FM: Pet of the Week Segment

WFLA: Pet of the Week Segment

CBS Great Day Live: Pet of the Week Segment

Print & Digital Media buys

Post-event recognition in our quarterly newsletter *Making Tracks*

Event tri-fold mailing recognition

Event website recognition



2020 Sponsorship Opportunities

TOP DOG \$10,000

- Join us for a TV appearance promoting the event
- Company name included in all event news and media releases
- Prominent placement of logo on event T-shirt and sponsor banner
- A product display and information table at the event
- Entrance to VIP tent (Up to 20 guests)
- Inclusion of promo items in 1,000 event day “goodie bags” (Promo items must be received by 1/20/20)
- Prominent placement of company banner (you provide) at event
- Sponsorship recognition in our quarterly newsletter, “Making Tracks,” which has a circulation of 8,000
- Featured in an e-blast to more than 71,000 subscribers
- Your company’s logo and website link on the event website
- Sponsor Award of Appreciation at event
- Receive 20 event t-shirts

BARKING BUDDY \$5,000

- Company logo on event T-shirt and sponsor banner
- A product display and information table at the event
- Inclusion of promo items in 1,000 event day “goodie bags” (Promo items must be received by 1/20/20)
- Entrance to VIP tent (Up to 10 guests)
- Company banner (you provide) displayed at event
- Sponsorship recognition in our quarterly newsletter, “Making Tracks,” which has a circulation of 8,000
- Your company’s logo and website link on the event website
- Sponsor Award of Appreciation at event
- Receive 10 event t-shirts

TAIL WAGGER \$3,000

- Company logo displayed on event sponsor banner
- A product display and information table at the event
- Inclusion of promo items in 1,000 event day “goodie bags” (Promo items must be received by 1/20/20)
- Entrance to VIP tent (Up to 6 guests)
- Company banner (you provide) displayed at event
- Sponsorship recognition in our quarterly newsletter, “Making Tracks,” which has a circulation of 8,000
- Your company’s logo on the event website
- Receive 6 event t-shirts

PET PAL \$1,000

- Company name displayed on event sponsor banner
- A product display and information table at the event
- Inclusion of promo items in 1,000 event day “goodie bags” (Promo items must be received by 1/20/20)
- Sponsorship recognition in our quarterly newsletter, “Making Tracks,” which has a circulation of 8,000
- Your company’s logo on the event website
- Receive 4 event t-shirts

FIDO'S FRIEND \$500

- Company name displayed on event sponsor banner
- A product display and information table at the event
- Sponsorship recognition in our quarterly newsletter, “Making Tracks,” which has a circulation of 8,000
- Your company’s name on the event website
- Receive 2 event t-shirts





2020 SPONSORSHIP OPPORTUNITIES

SPONSORSHIP LEVELS

1. TOP DOG: \$10,000

3. TAIL WAGGER: \$3,000

5. FIDO'S FRIEND: \$500

2. BARKING BUDDY: \$5,000

4. PET PAL: \$1,000

Sponsorship Level:

Top Dog (\$10,000) Barking Buddy (\$5,000) Tail Wagger (\$3,000) Pet Pal (\$1,000) Fido's Friend (\$500)

IF YOU WOULD LIKE TO BE LISTED ON PRINTED MATERIAL, THIS FORM MUST BE RECEIVED BY WEDNESDAY, JANUARY 17TH.

Print **SPONSOR** Name: _____

(Business or individual listing as you would like it to appear in promotional materials)

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____ Phone: _____

Email: _____

Payment:

_____ My check is enclosed, made payable to the Humane Society of Tampa Bay.

_____ Credit Card Information: Visa MasterCard American Express Discover

Account Number: _____ Expiration Date: _____

Signature _____

Date _____

Please mail payment and signed agreement to:

Humane Society of Tampa Bay • 3607 N. Armenia Avenue • Tampa, FL 33607 • ATTN: 2020 Bark In The Park
For more information contact Ornella Varchi: 813.876.4150 or OrnellaV@HumaneSocietyTampa.org

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