



Barktober Fest 2012 Sponsorship Opportunities

Good Buddy Sponsor

\$250

- Name & Link on Lollypop Farm website (*Over 4,200 visitors daily / 118,000 monthly*)
- Name & Link included on special Barktober Fest 2011 email newsletters (*Starting Summer 2011 – Through post event. 11,000 valid email addresses*)
- Company-supplied banner displayed at the event
- Sponsor booth/display at the event to display & sell merchandise, hand out samples, coupons & advertisements and demonstrate products.
- Opportunity to insert promotional material or product samples in goodie bags handed out to each participant (*1,000 bags prepared*)

Best Friend Sponsor

\$500

- All of the benefits listed above plus:
- Name (1-color) on the back of Barktober Fest t-shirts presented to participants who raise \$50 or more in pledges. (*approximately 800 printed & distributed*)

Frisky Pup Sponsor

\$1,000

- All of the benefits listed above plus:
- Adoption Kits – opportunity to insert company brochure or other material (one item) in our adoption kits for one month. (*800 per month*)
- **Logo** (instead of name) & Link on Barktober Fest section of Lollypop Farm website (*Over 4,200 visitors daily / 118,000 monthly*)

Carefree Canine Sponsor

\$2,500

- All of the benefits listed above plus:
- Logo in all pre-event publicity, including promotions with media partners & print advertising
- **Logo** (instead of just name) & Link included on special Barktober Fest 2011 email newsletters (*Starting Summer 2011 – Through post event. 11,000 valid email addresses*)
- Adoption Kits – opportunity to insert company brochure or other material (one item) in our adoption kits for **three** months. (*800 per month*)
- **Logo** (instead of name) in one color on the back of Barktober Fest t-shirts presented to participants who raise \$50 or more in pledges. (*approximately 800 printed & distributed*)
- Coupons for free refreshments
- Invitation for two to Chairman's Club reception. An invitation only event for Lollypop's top individual donors and corporate sponsors (*tbd date*)

Tail Waggin' Sponsor

\$5,000

- All of the benefits listed above plus:
- Adoption Kits – opportunity to insert company-provided brochure or other material (one item) in our adoption kits for **six** months. (*8000 adoptions per year*)
- Thank you letters – opportunity to insert one page flyer or advertisement in thank you letters mailed to all Barktober Fest participants (*800+*)
- VIP Behind-the-Scenes tour of Lollypop Farm for up to 10 employees / guests

Pet Lover Sponsor

\$7,500

- All of the benefits listed above plus:
- One business card size ad in the August edition of the *Lollypop News* print edition (*24,000 circulation*)
- Right to use "Proud supporter of Lollypop Farm" logo in your marketing materials for one year.
- Corporate spotlight in one e-edition newsletter
- Adoption Kits – opportunity to insert company-provided brochure or other material (one item) in our adoption kits for **one year**. (*8000 adoptions per year*)
- Invitation for **four** to Lollypop Farm's Chairman's Club reception. An invitation only event for Lollypop's top individual donors and corporate sponsors (*tbd date*).