



Saturday, September 28th

## Strategic Partnerships



**The Largest Pet-Friendly Walk and Festival  
to Benefit Rochester's Homeless and Abused Pets**



Working together for partnerships that make a difference in our community.



# Your Partnership Makes a Difference

Established in 1873, Lollypop Farm is the largest animal welfare organization helping pets and people in the Greater Rochester area. Together with our community, we better the lives of animals through justice, prevention, and life-saving care. With a main campus located in Fairport and three other adoption centers throughout the community, the organization provides shelter, care, and adoption for dogs, cats, small animals, birds, reptiles, horses, and other farm animals.



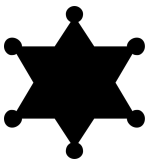
In 2023, 4,198 pets received a second chance through adoption.



9,131 surgeries were performed by our veterinary team.



1,807 pets lived in foster care in 2023.



In 2023, our Humane Law Enforcement officers responded to 3,111 calls.



29,264 pounds of food were provided to families in need.



79 farmyard friends were taken into Lollypop Farm care.





# Reaching Your Audience

According to the 2021-2022 APPA National Pet Owners Survey, 70% of U.S. households own a pet. The Greater Rochester area is no exception to this animal-loving trend. Stand up and show your audience you care about animals as much as they do. When you partner for the Walk for the Animals at Barktober Fest, you'll gain exposure to our audience, including:

- Website traffic averaging 477,575 monthly page views
- Over 57,000 email subscribers
- Over 90,000 Facebook followers, 30,000 Instagram followers, and 3,900 TikTok followers
- An average of 1,500 day-of-event attendees





# Sponsorship Opportunities

		PAWSITIVE POOCH \$10,000	BONAFIDE BUD \$7,500	PET LOVERS \$5,000	CAREFREE CANINE \$3,000	FRISKY PUP \$1,000	BEST FRIEND \$500
Pre-Event Advertising	Company logo & hyperlink- website & promo emails	🐾	🐾	🐾	🐾		
	Company name & hyperlink- website & promo emails					🐾	🐾
	Company logo on event posters & flyers	🐾	🐾	🐾	🐾		
	Sponsor of the week feature- website, social, and email	🐾	🐾	🐾			
	Logo on landing page and signs in adoption areas	🐾	🐾				
	Sponsorship of signature BFest attraction	🐾	🐾	🐾			
	Social media live stream - month of event	🐾	🐾	🐾			
	Your promo sample & materials in walker goodie bags	🐾	🐾	🐾	🐾		
Event Day	Company logo on event t-shirt	🐾	🐾	🐾	🐾		
	Company banner displayed at event	🐾	🐾	🐾	🐾		
	Company logo on yard sign on walk route	🐾	🐾	🐾	🐾	🐾	
	10 x 10 exhibitor space with tent, table, and chairs	🐾	🐾	🐾	🐾		
	Reserved exhibitor space with table and chairs*					🐾	🐾
	Company name listed in program	🐾	🐾	🐾	🐾	🐾	🐾
Event Program	Company logo listed on program back cover	🐾	🐾	🐾	🐾		
	Full page ad space in event program	🐾					
	Ad space in event program		1/2				
	Ad space in event program			1/4	1/4		
	Ad space in event program					1/8	
Post Event	Company name mention in post event press release	🐾	🐾	🐾	🐾		
	Promo sample & materials in 3,000 adoption packets	🐾	🐾				
	Promo sample & materials in 1,500 adoption packets			🐾	🐾		

\*Your company provides 10x10 tent for space

# Partner With Us

Interested in joining us as a sponsor for the Walk for the Animals at Barktober Fest? We can't wait to partner with you to help you grow your business in a meaningful way while saving homeless and abused pets.

## For More Information Contact:

### Tracy Dinan

Corporate Relations

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