



BARK IN THE PARK

JANUARY 6, 2024

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Dear Community Member,

The Treasure Coast's largest Family and Dog Festival is fast approaching, and you are invited to be front and center!

The Humane Society of Vero Beach & Indian River County will host its 12th annual Bark in the Park on Saturday, January 6, 2024. This exciting family funfest takes place at Vero Beach's Riverside Park and is attended by over 10,000 people and 4,000 dogs. You are invited to be a sponsor where you will have an opportunity to reach our volunteers, donors and animal lovers from around the Treasure Coast. Event proceeds benefit the homeless and abandoned animals who call our shelter home.

Once again we will delight attendees with the World Famous Disc-Connected K9's, a champion Frisbee dog team and the Puppy Pals Comedic Stunt Dog Show as our main attractions. Participants are invited to run the popular lure and dog agility courses, watch the Indian River County Sheriff's Department K9 demonstration squad and enjoy merchandise and food vendors, children's activities and much more.

Please take a moment to review the enclosed sponsorship information. Each of our sponsorship levels and associated benefits are listed for your convenience. We hope that you will become a sponsor this year. If you have any questions, please do not hesitate to contact us.

Sincerely,

Steve Smith
Director of Marketing
(772) 571-6412
steve@hsvb.org





BARK IN THE PARK

A family and dog-friendly festival featuring the World Famous Disc-Connected K9's Frisbee Dog Team, Puppy Pals Comedic Stunt Dog Show, Ultimate Air Dock Diving Dogs, Indian River County Sheriff's Office K9 demonstrations, dog lure course, doggie contests, food trucks, beer, vendors, and a kids zone.

Saturday, January 6, 2024
10:00am – 5:00pm
Riverside Park, Vero Beach

ABOUT THE HUMANE SOCIETY

For more than 70 years, the Humane Society of Vero Beach & Indian River County has focused on its mission of enhancing the quality of life in our community through compassionate services to animals and people. Our comprehensive programs and services help over 5,000 animals every year and include: pet adoption, low-income veterinary clinic, spay/neuter services, community outreach, and foster and volunteer programs.



DON'T MISS THIS OPPORTUNITY!

ATTENDEES / AUDIENCE

More than **10,000 participants** are expected to support and attend Vero Beach's most prominent family and pet-friendly event.

Sponsors will have an opportunity to **reach our donors, volunteers, vendors and pet lovers** from around the Treasure and Space Coast.

EVENT PROMOTION

- Eblast with a circulation of 11,000+
- Social Media with 16,000+ followers
- Website with 20,000+ monthly hits
- Treasure Coast Radio buys with 50,000 daily listeners
- Print & Digital Media buys 7,000 impressions
- Event Day Promotions
- Community Calendars

YOUR SUPPORT WILL HELP

More than 3,200 animals we care for each year
 More than 1,800 pets get adopted to their new, loving homes
 More than 900 pets treated at our wellness clinic
 More than 500 lost pets be reunited back to their families

Become a Top Sponsor AND MAXIMIZE YOUR IMPACT!

Picking a sponsorship opportunity that aligns with your goals is a powerful way to broaden your brand's reach, engage a targeted community, and champion a cause close to your heart. Sponsorships help provide life-saving vaccines and surgeries and also makes a difference in the lives of thousands of injured, homeless, and abandoned animals in our community.

Our Top Sponsorship Opportunities:



DISC CONNECTED K9'S Top Dog Sponsor

As a **Top Dog** sponsor, your brand will take center stage. Your sponsorship will be most prominent within the World Famous Disc-Connected K9's performance area, where we will display your brand signage, making it an eye-catching focal point. Furthermore, the emcee will give a personalized shout-out to your business at the start of each of the **3 captivating shows**.

In addition to show time presence, your logo will be printed on the event doggie bandanas, we'll promote your brand on our radio ads across the Treasure and Space Coast, in our email newsletters, and to our vast social media audience. This comprehensive exposure will connect your business to our passionate, pet-loving community while supporting a noble cause.



PUPPY PALS Big Dog Sponsor

Seize the **Big Dog** Sponsorship opportunity at our event. Highlight your business in the Puppy Pals performance area, with prominent signage and mentions by our emcee at each of the **3 shows**. Enhance your brand visibility through our radio ads, email newsletters, and social media outreach. This will connect your business with our dedicated, pet-loving community, while supporting an important cause.



MAIN STAGE Tail Wagger Sponsor

Elevate your brand as a **Tail Wagger** sponsor at Bark in the Park. Garner attention during our Dog Contests and Activities with noticeable signage and special emcee mentions. Beyond event presence, we'll feature your brand in our email newsletters and across our extensive social media platforms. This exposure aligns your business with a cause dear to our pet-loving community.

BARK IN THE PARK

Sponsorship Benefits

Top Dog \$10,000	Big Dog \$5,000	Tail Wagger \$2,500	Best Friend \$1,000	Shelter Buddy \$500	Paw Marker \$250
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EXCLUSIVE BENEFITS*








Disc-Connected K9's sponsor						
Logo on event dog bandanas						
Puppy Pals sponsor						
Main Stage sponsor						

***Sponsors that have exclusive benefits will have their logo displayed in the show area and their name will be announced to audiences at each show.**

















PROMOTION

Recognition on radio buys						
Logo in event emails						
Recognition on social media						
Logo on event flyers						
Logo on event website						

T-SHIRT

Logo on event t-shirt						
Receive event t-shirts						

EVENT DAY BENEFITS

Logo in event program						
10'x10' vendor booth at the event						
Logo on event sponsor banners						
Name or logo on paw marker						

BARK IN THE PARK

JANUARY 6, 2024

Sponsorship Opportunities

- ☐ **Top Dog: \$10,000** ☐ **Big Dog: \$5,000** ☐ **Tail Wagger: \$2,500**
☐ **Best Friend: \$1,000** ☐ **Shelter Buddy: \$500** ☐ **Paw Marker: \$250**

Print Sponsor Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Payment:

- ☐ My check is enclosed, made payable to Humane Society of Vero Beach & Indian River County
☐ Invoice me. I agree to pay our sponsorship commitment on or before _____
☐ Charge to my card: ☐ Visa ☐ MasterCard ☐ Discover ☐ AmEx

Account number: _____

Expiration: _____ 3-digit code: _____

Signature: _____ Date: _____

- ☐ Event booth opt-out: We do not need a booth presence at the Bark in the Park event.
☐ Logo: Email logos in .eps or .png format to steve@hsvb.org.

Sponsorship deadline is October 16, 2023.

Humane Society of Vero Beach & Indian River County • 6230 77th Street • Vero Beach, FL 32967
For more information contact Steve Smith: (772) 571-6415 or steve@hsvb.org



6230 77th Street • Vero Beach, FL 32967 • (772) 571-6412 • www.hsvb.org