



Doggie Carnival 2020 Sponsorship Opportunities

CALLING ALL DOG LOVERS!

The Humane Society for Greater Savannah is excited to have the community join us for the **20th annual Doggie Carnival** in beautiful Forsyth Park! The Doggie Carnival will take place on Sunday, May 10th, 2020 from noon to 4:00 PM

This fundraising event is a fun-filled carnival with local eats, games, contests, prizes and the best dog-watching of the year. This family (and canine!) friendly event reaches more than 3,000 people each year. Funds raised from the Doggie Carnival allow the Humane Society for Greater Savannah to continue achieving our mission of bettering the lives of pets and people.

Vendors and sponsors provide the bulk of the entertainment for the Doggie Carnival while showcasing their non-profit or business to carnival attendees. Each vendor or sponsor provides an HSGS-approved game or activity at their booth that guests or their pets can participate in. Attendees purchase tickets at tickets booths and provide those tickets to vendors and sponsors as payment for the activity or game. With the exception of pre-approved food and vendors, **no sales are permitted.**

DOGGIE CARNIVAL SUPPORT LEVELS

Booth Vendor \$200

- Doggie Carnival booth space

Event Sponsor \$1,500

- Logo inclusion on HSGS website's "Community Partners" page for one year.
- Promotion on HSGS Facebook page and HSGS Instagram account.
- Carnival sponsor recognition on all printed marketing materials
- On-site recognition – logo inclusion on sponsorship banners placed throughout the festival venue.
- Doggie Carnival event booth

Carnival Sponsor \$3,000

- Logo inclusion on HSGS website's cat adoption page for one year. This page garners approximately 5,000 page views per month.
- Recognition in local media coverage, excluding radio, which usually includes Savannah Morning News and at least one local television outlet
- Promotion on HSGS Facebook page and HSGS Instagram account.
- Carnival sponsor recognition on all printed marketing materials
- On-site recognition – Prominent logo inclusion on sponsorship banners placed throughout the festival venue.
- Prominently placed Doggie Carnival event booth – HSGS will provide carnival activity along with prizes, if applicable.

Title Sponsor \$5,000 +

- Inclusion on HSGS website's dog adoption page for one year. This page garners approximately 15,000 page views per month.
- Radio recognition – The title sponsor will be recognized in all radio promotions, including X spots on ____ station in the months leading up to the Doggie Carnival.
- Recognition in all local media coverage, which usually includes Savannah Morning News and at least one local television outlet
- Logo inclusion on all major web-based advertising – web-based advertising includes HSGS Facebook page with direct linking, HSGS Instagram account with direct linking, and web-based newsletters sent to HSGS volunteers and donors.
- Title sponsor recognition on all printed marketing materials
- On-site recognition – Premiere logo inclusion on sponsorship banners placed throughout the festival venue.
- Prominently placed Doggie Carnival event booth – HSGS will provide carnival activity along with prizes, if applicable.
- Unlimited festival space – Title sponsor may reserve additional festival space to exhibit its company and engage the public

For more information, including artwork deadlines, please contact Biz Austin, Community Engagement Coordinator, via e-mail at baustin@humanesocietysav.org.