

# 13<sup>th</sup> Annual Pets in the Park Sunday, July 8, 2018

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*"...it occurred to me that interest in and affection for the animals that share the planet with us may be a more unifying force than any other."* Nick Clooney, journalist, anchorman, TV host, politician, brother of singer Rosemary Clooney and father of actor George Clooney.

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## EVENT OVERVIEW

### Who

Saskatoon Pets in the Park Inc. is a registered charity founded in 2006. Members include representatives from the three founding animal welfare agencies: **New Hope Dog Rescue**, the **Saskatoon SPCA**, and **SCAT Street Cat Rescue Program**, as well as several very dedicated animal lovers from the Saskatoon community.

### What

This annual summer time fundraiser - "**Pets in the Park**" also known as "**PIP**" for short - is extremely popular with animal lovers in the Saskatoon community. It combines fun for the entire family with fundraising for a great cause.

Every July **leashed** pets are granted permission by the City Council to accompany their human families in one of Saskatoon's most picturesque downtown parks – Kiwanis Memorial Park **North**.

Great on-stage entertainment continues the jazzy musical tones set from the previous week's jazz festival. Dog demonstrations include everything from dog agility, flyball and even the Saskatoon Police Canine Unit whenever they are available. Lots of dog activities and pet-related businesses and service vendors attend for the target audience. There is a huge silent auction with every item imaginable.



For pets, Nail Trims by PetSmart and microchipping by the Western College of Veterinary Medicine will be available to raise funds. There are doggie pools to enjoy, and a free doggie biscuit while you browse the Silent Auction tent.

To top the day off, the pet can also have his portrait photo taken by a local professional photographer. Each photo

taken by the photographer also gives that pet a chance to be picked as the following year's poster pet.

### Why

Funds raised at this event go to provide medical care for sick, injured and orphaned homeless animals under the care of the three founding organizations. Your generosity helps these animals to build their strength and to prepare for their second chance at a happy and safe home.

## WHY SPONSOR?

PIP is a valuable opportunity to connect with thousands of animal lovers and potential clients. It allows you a chance to show off your community spirit and how you and your business care about the plight of homeless animals in the Saskatoon community.



**Sponsoring PIP provides your organization the opportunity to:**

- ♥ publically demonstrate your support of three of Saskatoon's animal welfare agencies: New Hope Dog Rescue, Saskatoon SPCA and SCAT Street Cat Rescue;
- ♥ display your name, logo and product or service to a market of thousands of pet owners and animal lovers;
- ♥ capitalize on the event's marketing and advertising campaign; and
- ♥ put your product directly into the hands of potential long term customers.

## DEADLINE DATES

**Brochure – now extended to 1 June 2018**

**Event day Signage - 1 June 2018**

## CONTACT:

**Saskatoon Pets in the Park Inc.**  
**P.O. Box 22143 RPO Wildwood**  
**Saskatoon, SK S7K 5P1**  
[petsinthepark@sasktel.net](mailto:petsinthepark@sasktel.net)  
[www.petsinthepark.ca](http://www.petsinthepark.ca)

# #yxepip

# Sponsorship Opportunities

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## LEADER OF THE PACK - Title Sponsor - \$10,000

### Exclusive One Company Only

- ♥ **IN PRINT:** Exclusive acknowledgment - Pets in the Park *presented* by your company. On event poster and other promotional materials, brochures, and event day signage.
- ♥ **IN MEDIA:** Media recognition in paid advertising, media interviews (*within media restrictions and deadlines*).
- ♥ **DIGITAL:** Acknowledged as event title sponsor on four websites: Pets in the Park, New Hope Dog Rescue, Saskatoon SPCA and SCAT Street Cat Rescue. Link and logo on PIP website and acknowledged on PIP digital marketing.
- ♥ **ON STAGE:** Acknowledged as event title sponsor through announcements on stage.
- ♥ **SPEAKING ON STAGE:** Opportunity for company representative to speak at Noon Official Opening.
- ♥ **MASCOT:** Opportunity for company mascot to appear at event.
- ♥ **SIGN:** Best opportunity for display of your corporate branding sign(s).
- ♥ **BOOTH:** Vendor Booth Space 10x10 in highly visible area - includes one table and four chairs.
- ♥ **VIP:** Invitation to Sponsor VIP Tent including concession food and beverage tickets for *four*.
- ♥ **CHAMPAGNE RIVERBOAT CRUISE:** Invitation to champagne riverboat cruise for *four*.

## CAPITAL CANINE - \$5,000

- ♥ **IN PRINT:** Acknowledged in promotional brochures and event day signage.
- ♥ **DIGITAL:** Link and logo on PIP website and acknowledged on PIP Facebook and Twitter.
- ♥ **ON STAGE:** Acknowledged through announcements on stage.
- ♥ **SPEAKING ON STAGE:** Opportunity for company representative to speak at Noon Official Opening.
- ♥ **SIGN:** Prime space to hang corporate sign.
- ♥ **BOOTH:** Trade Booth Space 10x10 - includes one table and two chairs.
- ♥ **VIP:** Invitation to Sponsor VIP Tent including concession food and beverage tickets for *two*.

### DEADLINE DATES

**Brochure - now extended to 1 June 2018**

**Event day Signage - 1 June 2018**

# Sponsorship Opportunities.(cont'd)

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## COOL CAT - \$2,500

- ♥ **IN PRINT:** Acknowledged in promotional brochures and event day signage.
- ♥ **DIGITAL:** Link and logo on PIP website.
- ♥ **ON STAGE:** Acknowledged through announcements on stage.
- ♥ **SPEAKING ON STAGE:** Opportunity for company representative to speak at Noon Official Opening.
- ♥ **BOOTH:** Trade Booth Space 10x10 - includes one table and two chairs.
- ♥ **VIP:** Invitation to Sponsor VIP Tent including concession food and beverage tickets for *two*.

## PURRFECT PATRONS - \$1,000

- ♥ **IN PRINT:** Acknowledged in promotional brochures and event day signage.
- ♥ **DIGITAL:** Link and logo on PIP website.
- ♥ **ON STAGE:** Acknowledged through announcements on stage.
- ♥ **BOOTH:** Trade Booth Space 10x10 - includes one table and one chair.
- ♥ **VIP:** Invitation to Sponsor VIP Tent.

## FURRY FRIENDS - \$500

- ♥ **IN PRINT:** Acknowledged in promotional brochures and event day signage.
- ♥ **DIGITAL:** Listing on PIP website.
- ♥ **ON STAGE:** Acknowledged through announcements on stage.
- ♥ **BOOTH:** Trade Booth Space 10x10 - includes one table and one chair.
- ♥ **VIP:** Invitation to Sponsor VIP Tent.

## ANIMAL PATRONS - \$250\*

- ♥ **IN PRINT:** Acknowledged in promotional brochures and event day signage.
- ♥ **DIGITAL:** Listing on PIP website.
- ♥ **BOOTH:** Trade Booth Space 10x10.

\*Please note: extra charge for tables is \$20 each and chairs \$2 each.

# Vendor Opportunities

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Event goes **Rain or Shine.**

Application deadline is **15 June 2018.**

Fees must be paid in full by **15 June 2018.**

## VENDORS - \$125\*

Subject to space availability and committee approval.

- ♥ **BOOTH:** Trade Booth Space 10x10

\*Please note: extra charge for tables is **\$20** each and chairs **\$2** each.

## NON-PROFIT VENDORS - \$50\*

Subject to space availability and committee approval.

- ♥ **BOOTH:** Trade Booth Space 10x10.

\*Please note: extra charge for tables is **\$20** each and chairs **\$2** each.

## DEMO SPONSORS - donating demo performance\*

- ♥ **IN PRINT:** Acknowledged in promotional brochures, if notified prior to brochure deadline.
- ♥ **DIGITAL:** Acknowledged on PIP website and Facebook.
- ♥ **ON STAGE:** Acknowledged through announcements on stage.
- ♥ **BOOTH:** Trade Booth Space 10x10.

\*Please note: extra charge for tables is **\$20** each and chairs **\$2** each.

### DEADLINE DATES

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# Digital Listings

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## FACEBOOK

- ♥ **TITLE SPONSORS:** PIP Title Sponsor will all receive a highlight posting on PIP Facebook featuring a brief on their company, their logo, participation in and support of Pets in the Park along with a link to their website.
- ♥ **LISTINGS OF ALL SPONSORS:** All sponsors who are registered prior to deadline will be listed on a PIP Facebook posting.
- ♥ **SHARED POSTINGS:** PIP Facebook postings are shared by the three founding organizations onto their individual Facebook pages: New Hope Dog Rescue, Saskatoon SPCA, and SCAT Street Cat Rescue.

## INSTAGRAM & TWITTER

- ♥ **TITLE SPONSORS:** PIP Title Sponsor is eligible to have their signs and/or their representatives on a photo posted onto the PIP Instagram and Twitter accounts.

# Media Sponsorship Opportunities

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- ♥ **IN PRINT:** Acknowledged in promotional brochures and event day signage.
- ♥ **SOCIAL MEDIA:** Link and logo on PIP website and acknowledged on PIP Facebook and Twitter.
- ♥ **ON STAGE:** Acknowledged through announcements on stage.
- ♥ **SPEAKING ON STAGE:** Opportunity for company representative to speak at Noon Official Opening.
- ♥ **MASCOT:** Opportunity for company mascot to appear at event.
- ♥ **SIGN:** Prime space to hang corporate sign.
- ♥ **BOOTH:** Trade Booth Space 10x10 in highly visible area - includes one table and two chairs.
- ♥ **VIP:** Invitation to Sponsor VIP Tent including concession food and beverage tickets for **two**.

# 8 July 2018