



9/28/24

11 AM - 3 PM
Summit Park in Blue Ash



United
Pet
Fund™

2024 Sponsorship & Vendor Opportunities

Help the United Pet Fund provide vital resources for hundreds of shelters and rescues across our region! We've teamed up with The City of Blue Ash for a unique dog-focused event this fall at Summit Park... and it's going to be a doggone good time!

Based on our past experience, this event attracts 4,000+ people of all ages, backgrounds and socioeconomic statuses. Whether attendees walk on two legs or four, there'll be something for everyone! Furry friends can participate in lure chasing, Frisbee demos, talent contest, K9 fun zone, and a costume parade. Humans can shop an array of independent vendors selling both pet-related and non-pet-related goods, fill up at our food truck station and more!

Music and entertainment featuring locally renowned DJ *etravn*

Past Sponsors:



About UPF

Across the Midwest, countless shelters, rescues, and individuals struggle to care for their animals. At United Pet Fund, we're dedicated to changing that. A unique nonprofit, UPF provides vital resources to underserved and independent animal care groups and advocates. We've built a community of giving, connecting those with goods or services to donate to those who need them most—an effort benefiting more than 30,000 animals to date. Our mission? To help even more.

Benefits of Partnering with UPF

Showcase your company as a business with heart! Unlike the single purchase of an expensive print advertisement or radio buy that runs alongside your competitors, sponsoring an event like Paws in the Park helps cut through the advertising noise with a unique and targeted approach to reaching new and existing customers.

- Companies benefit from association with a feel-good, respected nonprofit organization that serves the entire Tri-State region & Midwest.
- UPF programs serve a variety of community interests that appeal to a diverse range of customers, clients and employees.
- Spotlight your business or brand in front of 4,000+ dog-loving attendees.
- Increase company exposure through print and broadcast media, signage, web and at-event recognition.
- UPF events provide excellent opportunities to show customer, client and employee appreciation.
- Monetary and in-kind donations are tax deductible (Check with your Tax Professional).

Partnership Opportunities

The United Pet Fund channels valuable resources from our community to support hundreds of local organizations and the people running them who have dedicated their lives to helping animals in need. Please consider joining us to help bring more lifesaving resources to countless animals across our region by serving as a sponsor of Paws in the Park 2024.

All sponsor levels include your logo on the event webpage and select event materials, including day-of wayfinding program and volunteer T-shirts.

PRESENTING SPONSOR

\$10,000 (only 1 available for 2024)

- Naming rights for Paws in the Park 2024 (presented by...your business name).
- Kicks things off with an official press release and a social media announcement of our partnership and your support of local shelters and animals in need.
- Prominent signage on the event promotional banner (hung at the Glendale-Milford Rd./Reed Hartman intersection 4-6 weeks prior to the event).
- Logo inclusion in all promotional materials, press releases, and digital advertisements.
- Logo inclusion on UPF's website home page and featured on the event Sponsor page. Your logo may be set up to link to your website or social media, whichever you choose.
- Featured recognition in a minimum of one UPF e-newsletter blast and blog.
- Prime sponsor booth space.
- Optional brief speaking opportunity at the event and media interaction (if available).
- First right of refusal for naming rights of Paws in the Park 2025.

BEST IN SHOW

\$5,000 (4 available for 2024)

- Prominent signage on event promotional banner (hung at the Glendale-Milford Rd./Reed Hartman intersection 4-6 weeks prior to the event).

- Logo inclusion in all promotional materials, press releases, and digital advertisements.
- Logo inclusion on UPF's website home page and featured on the event Sponsor page. Your logo may be set up to link to your website or social media, whichever you choose.
- Featured recognition in a minimum of one UPF e-newsletter blast and blog.
- Opportunity to have a prime sponsor booth at the event.
- Optional brief speaking opportunity at the event and media interaction (if available).

PACK LEADERS

\$2,500 (4 available for 2024)

- Logo inclusion in all promotional materials, press releases, and digital advertisements.
- Logo inclusion on UPF's website home page and featured on the event Sponsor page. Your logo may be set up to link to your website or social media, whichever you choose.
- Listed as Pack Leader at 4-Hour Lucky Dog Luring Course Entertainment Event (2 courses).
- Featured recognition in a minimum of one UPF e-newsletter blast and blog.
- Opportunity to have a sponsor booth at event.

PAWSITIVE PARTNERS

\$1,250 (8 available for 2024)

- Logo inclusion in all promotional materials, press releases, and digital advertisements.
- Logo inclusion on UPF's website home page and featured on the event Sponsor page. Your logo may be set up to link to your website or social media, whichever you choose.
- Featured recognition in a minimum of one UPF e-newsletter blast and blog.
- Opportunity to have a sponsor booth at the event.
- Mile barker sign for each Pawsitive Partner with the opportunity to include a QR code.



Rescue groups, shelters, businesses and passionate individuals — together we can help pets in need.

Reach us via email:
pawsinthepark@unitedpetfund.org

United Pet Fund
unitedpetfund.org

Follow us on social:
[@unitedpetfund](https://twitter.com/unitedpetfund)

ACTIVITY SPONSOR

\$500 (8 available for 2024)

- Logo inclusion in all promotional materials, press releases, and digital advertisements.
- Logo inclusion on UPF's website home page and featured on the event Sponsor page. Your logo may be set up to link to your website or social media, whichever you choose.
- Featured recognition in a minimum of one UPF e-newsletter blast and blog.

ACTIVITY OPPORTUNITIES AVAILABLE

- K9 Fun Zone
- P.I.P. Sign Photo-Op Area
- Talent Contest
- Dog Rescue/Shelter Area
- Food Truck Stations
- Pawticles (Caricature Artists)
- Costume Contest
- Face Painting

MILE BARKERS

\$250 (20 available for 2024)

Mile Barker sponsor signs will be placed at regular intervals around the perimeter of park.

- Logo inclusion in all promotional materials, press releases, and digital advertisements.
- Logo inclusion on UPF's website home page and featured on the event Sponsor page. Your logo may be set up to link to your website or social media, whichever you choose. QR codes can be included.
- Featured recognition in a minimum of one UPF e-newsletter blast and blog.



VENDORS WANTED!

\$100 Vendor Fee

(Goes to support the work of United Pet Fund)

Vendors, we need you, we want you! Don't miss this great opportunity to get your brand out there in front of the 4,000+ dog-loving public. There will be an opportunity for Vendors at Paws in the Park, which includes a 10' x 10' space for you to claim and show off your wares and services, as well as logo showcasing on social media materials.

Sign up early by sending an email to pawsinthepark@unitedpetfund.org. Registration forms will be available on UPF's website at unitedpetfund.org.



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