

SACRAMENTO
SPCA DOGGY
DASH

JUNE 27
Released
A VIRTUAL 2K/5K WALK
& PET FESTIVAL



VIRTUAL SPONSOR BENEFITS PACKAGE

THANK YOU FOR JOINING US FOR THE 2020 DOGGY DASH WHEREVER YOU ARE, BECAUSE THIS YEAR WE ARE GOING VIRTUAL!

It is because of your support that the Sacramento SPCA is still able to care for the thousands of animals that come to us for help, especially during these unprecedented times. Our doors may be closed temporarily to the public, but our doors will forever remain open for animals in need.

WHAT IS A VIRTUAL WALK AND BARK IN THE PARK FESTIVAL?

Just because we won't be walking together, doesn't mean we aren't walking for the same reason - to give more than shelter to animals and the people who love them. On Saturday, June 27, join us virtually for a walk around your neighborhood, get your steps in at home or get creative and get active with your pets any way you'd like!

Tune-in live Saturday morning to hear from some very special guests, a word from our partners and then get moving with your furry friends! After your 2k/5k walk, join us throughout the day for our first ever Virtual Vendor Fair, popular Bark in the Park contests, prizes and more!

WHAT IS A VIRTUAL VENDOR FAIR, AND WHAT ARE THE ADDITIONAL BENEFITS FOR VENDORS?

A Virtual Vendor Fair is as exactly as it sounds. It is an interactive map of all the participating vendors and sponsors just as it would have looked on the day of the event! Attendees will be able to click and view each business's content and go directly to their webpage. As a vendor you are able to provide the content of your choice to be included on the map.



**MORE THAN
95,000
COLLECTIVE
FACEBOOK
FOLLOWERS**



SPONSOR BENEFITS

As a sponsor, your participation is needed now more than ever! We want to ensure that you are seen and recognized before, during and after the event as a valued community partner. These are the following benefits you will receive as a sponsor of the virtual Doggy Dash:

- Your logo/name and link on the Doggy Dash website and included on the interactive Virtual Vendor Fair Map. Content of your choice to be included when attendees click on your business (14,180 website pageviews since launch on 1-6-20).
- Your logo/name on all e-blasts pre and post event to SSPCA supporters and Doggy Dash attendees (6+ e-blasts targeting 24,000+ supporters and 1,100 + event attendees).
- One standalone social media promotion during the live event on June 27, directing supporters to visit the Virtual Vendor Village with the interactive map available through the end of the 2020 calendar year (archived on the SSPCA Events Webpage). The SSPCA has 95,000 collective Facebook followers on the SSPCA main page and Doggy Dash event page; and 35,000 Instagram followers with 14,000+ Instagram pageviews per week.
- T-shirt logo/name imprint as originally planned distributed to all event attendees (1,100 + participants).
- Live event MC to publicly thank sponsors visually and/or verbally based on level.
- Opportunity for an interactive video spot during the live event (\$5,000 + sponsors).
- Post event thank you email to supporters with sponsor logos with company links to 24,000+ targeted supporters.
- Post event thank you celebration for sponsors, top fundraisers and VIP partners.

