

SACRAMENTO
SPCA DOGGY
DASH

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



VIRTUAL VENDOR 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**



VENDOR BENEFITS

As a vendor, 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 vendor of the virtual Doggy Dash:

- Your company's name and link on the Doggy Dash website and included on the new interactive Virtual Vendor Fair Map with the map made available through the end of the 2020 calendar year (archived on the SSPCA Events Webpage). There have been 14,180 website pageviews since launch on 1-6-20.
- Content of your choice to be included when attendees click on your business via the Virtual Vendor Fair Map.
- Promotion during the live Facebook feed to encourage attendees to visit the Doggy Dash website to view the Virtual Vendor Fair Map. 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.
- One standalone social media promotional post on June 27th directing attendees to visit the Virtual Vendor Fair Map (see social media reach above).
- Post event thank you social media posting with link to the Virtual Vendor Fair Map on the Facebook Doggy Dash page (see social media reach above).
- 10% off 2021 Doggy Dash vendor fees if you commit to being a vendor this year by May 27, 2020.

