

# BARK IN THE PARK

SAT, MAY 16, 2020



## THE EVENT

Bark in the Park is Chicago's oldest dog-friendly fundraiser for the whole family! The event begins with a 2.5 mile walk along Chicago's beautiful lakefront, followed by the best pup-party in town with food, beverages, activities, and dog-friendly demonstrations. Bark in the Park is The Anti-Cruelty Society's largest fundraising event of the year!



## THE PLACE

Bark in the Park is held outside of Soldier Field at The Stadium Green—just steps from the lake.

## ACTIVITIES

After the walk participants can enjoy a variety of fun activities including: dog-friendly demonstrations, canine agility courses, product samples, dog massages, pawdicures, and family-friendly activities. The event also features a variety of free food and beverages, and a beer tent.



## AUDIENCE

Bark in the Park welcomes 1,500 dog lovers, canine companions, and people who want to help animals in need.

## SUPPORT

Bark in the Park raises funds and awareness for The Anti-Cruelty Society, the oldest and largest open admission shelter in Chicago. For more than 120 years, the Society has focused on its mission of building a community of caring by helping pets and educating people. Our comprehensive programs and services help over 40,000 animals and humans every year and include: pet adoption, low-income veterinary clinic, spay/neuter clinic, cruelty and abuse investigations and rescue, education and community outreach, a free behavior helpline, and foster program.

SUPPORT FOR EVENTS LIKE **BARK IN THE PARK** HELPS US PROTECT AND CARE FOR ANIMALS IN NEED.



## BARK IN THE PARK SPONSORSHIP OPPORTUNITIES

### **PRESENTING SPONSOR** \$25,000 – GENEROUSLY FILLED BY VCA ANIMAL HOSPITALS

- Designation as Grand Marshall of Bark in the Park, including the honor of stepping off the walk
- Recognition as Bark in the Park Presenting Sponsor and logo inclusion on Bark in the Park event flyer, signage, website, press releases, and e-blasts
- Opportunity to deliver remarks at the event
- Verbal recognition during event
- Inclusion in two social media posts before the event
- Private 20'x20' tent with tables and chairs
- Fifteen (15) complimentary registrations for a Bark in the Park team (\$600 value)
- Complimentary breakfast for 15 people
- Two parking passes for the Waldron Parking Deck on event day
- Logo displayed on participant and volunteer T-shirts
- Opportunity to distribute products or promotional materials at the event in a designated sponsor tent
- Listing in the Society's Annual Report

### **PLATINUM SPONSOR** \$10,000

- Logo inclusion on Bark in the Park event flyer, signage, website, press releases, and e-blasts
- Opportunity to deliver remarks at the event
- Verbal recognition during event
- Inclusion in social media post before the event
- Private 20'x20' tent with tables and chairs
- Ten (10) complimentary registrations for a Bark in the Park team (\$400 value)
- Complimentary breakfast for 10 people
- Two parking passes for the Waldron Parking Deck on event day
- Logo displayed on participant and volunteer T-shirts
- Opportunity to distribute products or promotional materials at the event in a designated sponsor tent
- Listing in the Society's Annual Report

**THANK YOU FOR CONSIDERING SUPPORTING  
BARK IN THE PARK SATURDAY, MAY 16, 2020**



## BARK IN THE PARK SPONSORSHIP OPPORTUNITIES

### **GOLD SPONSOR** \$5,000

- Logo inclusion on Bark in the Park event signage, website, and e-blasts
- Verbal recognition during event
- Inclusion in one social media post before the event
- Private 10'x10' tent with tables and chairs
- Five (5) complimentary registrations for a Bark in the Park team (\$200 value)
- Complimentary breakfast for five people
- One parking pass for the Waldron Parking Deck on event day
- Logo displayed on participant and volunteer T-shirts
- Opportunity to distribute products or promotional materials at the event in a designated sponsor tent
- Listing in the Society's Annual Report

### **SILVER SPONSOR** \$3,000

- Logo inclusion on Bark in the Park event signage, website, and e-blasts
- Verbal recognition during event
- Inclusion in one social media post before the event
- Private 10'x10' tent with tables and chairs
- Logo displayed on participant and volunteer T-shirts
- Opportunity to distribute products or promotional materials at the event in a designated sponsor tent
- Listing in the Society's Annual Report

### **BRONZE SPONSOR** \$1,500

- Logo inclusion on select Bark in the Park event signage, website, and e-blasts
- Verbal recognition during event
- Logo displayed on participant and volunteer T-shirts
- Opportunity to distribute products or promotional materials at the event at a six foot table in the Open Air Marketplace
- Listing in the Society's Annual Report

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## BARK IN THE PARK SPONSORSHIP OPPORTUNITIES

### **SMALL BUSINESS/NON-PROFIT SPONSOR** \$400/\$300

- Logo inclusion on select Bark in the Park event signage
- Name recognition on Bark in the Park website
- Opportunity to distribute products or promotional materials at the event at a six foot table in the Open Air Marketplace
- An additional \$25 permit fee is required to sell products
- Listing in the Society's Annual Report

### **IN-KIND SPONSOR**

- Logo inclusion on select Bark in the Park event signage
- Name recognition on Bark in the Park website
- Opportunity to distribute products or promotional materials at the event at a six foot table in the Open Air Marketplace
- Listing in the Society's Annual Report for donations valued at or above \$250

### **FORM A PACK** \$350/\$650

Extend your involvement by adding a fundraising team to support The Anti-Cruelty Society

- Ten (10) registrations for a Bark in the Park team (\$400 value)
- Twenty (20) registrations for a Bark in the Park team (\$800 value)

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## BARK IN THE PARK SPONSOR COMMITMENT FORM

- \$10,000 Platinum Sponsor     \$1,500 Bronze Sponsor     \_\_\_\_\_ In-Kind Sponsor  
 \$5,000 Gold Sponsor     \$400 Small Business Sponsor     \$650 (20) Registration Pack  
 \$3,000 Silver Sponsor     \$300 Non-Profit Sponsor     \$350 (10) Registration Pack

Will you be selling products as a Small Business Sponsor? (\$25 permit fee)     Yes     No

Contributor/Business Name \_\_\_\_\_  
(As you wish to be recognized on all materials)

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Daytime Phone \_\_\_\_\_ Email \_\_\_\_\_

Sponsorship Contribution \$ \_\_\_\_\_ Value of In-Kind Contribution \$ \_\_\_\_\_

In-Kind Item Description \_\_\_\_\_

### Payment Information:

VISA     MasterCard     American Express     Discover     Check (payable to The Anti-Cruelty Society)

Name on card \_\_\_\_\_

Credit card \_\_\_\_\_

Expiration date MM/YYYY \_\_\_\_\_ CVV \_\_\_\_\_

Authorized signature \_\_\_\_\_

**PLEASE RETURN THIS COMPLETED FORM BY FRIDAY, APRIL 10, 2020 TO SECURE YOUR SPOT.**

### Return forms to:

**Allison Johnson, The Anti-Cruelty Society, 157 W. Grand Ave., Chicago, IL 60654  
Phone: 312-645-8060, Fax: 312-644-3878, Email: [ajohnson@anticruelty.org](mailto:ajohnson@anticruelty.org)**

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