

BARK IS THE ANTI-CRUELTY SOCIETY'S LARGEST FUNDRAISING EVENT OF THE YEAR!



THE EVENT

The Anti-Cruelty Society's 28th Annual BARK (formerly BARK in the Park and BARK from the Heart) is Chicago's oldest dog-friendly, outdoor fundraiser for the whole family! More than 1,200 dog lovers, canine companions, and people who want to help animals in need, will raise \$150,000 to support The Anti-Cruelty Society's mission. We welcome all dog lovers, including our adopters, foster families, and friends in celebrating The Anti-Cruelty Society's 123-year-old history and community of caring.

Participants form teams and raise money while enjoying a morning with other animal lovers. 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, music, family activities, and dog-friendly demonstrations.

THE DATE

Saturday, May 21, 2022

THE PLACE

Soldier Field at The Stadium Green—just steps from Lake Michigan

ACTIVITIES

After the walk, pups and people can participate in a variety of fun activities including dog-friendly demonstrations, canine agility courses, product samples, dog massages, and family-friendly crafts. A variety of free food and beverages will be offered to attendees, as well as the opportunity to purchase a cold beer.

ABOUT THE ANTI-CRUELTY SOCIETY

BARK raises funds and awareness for The Anti-Cruelty Society, the oldest, largest, and most comprehensive animal welfare organization in Chicago. As an open door to compassion, the Society welcomes and provides care for any animal in need. In addition to adoption services, the Society provides community support to keep people and their pets together through safety net services such as pop-up pet food pantries, emergency pet boarding, senior citizen pet owner support, and community education programs. The Society conducts neglect and animal cruelty investigations in the Chicago area, and offers a free behavior helpline, low cost spay/neuter clinic, and charity veterinary clinic.

BARK

BACK IN THE PARK MAY 2022!



BARK SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR \$50,000

- Logo recognition co-branded with event title/logo
- Recognition as BARK Presenting Sponsor and logo inclusion on BARK event flyer, signage, website, press releases, event T-shirts, and e-blasts
- Designation as Grand Marshal of BARK, including the honor of stepping off the walk
- Activation in the performance area (four banners supplied by sponsor)
- Opportunity to deliver remarks at event; verbal recognition during event
- Inclusion in two social media posts before event; two additional after event
- Private 20'x20' tent with tables and chairs
- Twenty (20) complimentary registrations for BARK team (\$800 value)
- Complimentary breakfast for 20 people
- Four (4) parking passes for Waldron Parking Deck on event day
- Banner display at start/finish area
- Opportunity to distribute products or promotional materials at the event in a designated sponsor tent
- Listing in Society's Annual Report
- Co-branded signage along the course
- Inclusion in event digital program book including:
 - Full-page ad with premium placement, coupon, Barketplace listing, and Pet Trends feature
- Opportunity to provide promotional items for gift bags to top fundraising teams and individuals

GRAND SPONSOR \$25,000

- Recognition as BARK Grand Sponsor and logo inclusion on BARK event flyer, signage, website, press releases, event T-shirts, and e-blasts
- Opportunity to deliver remarks at the event
- Verbal recognition during event
- Inclusion in two social media posts
- Private 20'x20' tent with tables and chairs
- Sixteen (16) complimentary registrations for a BARK team (\$640 value)
- Complimentary breakfast for 16 people
- Two parking passes for the Waldron Parking Deck on event day
- Opportunity to distribute products or promotional materials at the event in a designated sponsor tent
- Listing in the Society's Annual Report
- Inclusion in event digital program book including:
 - Full-page ad with premium placement, coupon, Barketplace listing, and Pet Trends feature
- Opportunity to provide promotional items for gift bags to top fundraising teams and individuals

PLATINUM SPONSOR \$10,000

- Logo inclusion on BARK event flyer, signage, website, press releases, event T-shirts, and e-blasts
- Opportunity to deliver remarks at the event
- Verbal recognition during event
- Inclusion in one social media post
- Private 20'x20' tent with tables and chairs
- Ten (10) complimentary registrations for a BARK team (\$400 value)
- Complimentary breakfast for 10 people
- Two parking passes for the Waldron Parking Deck on event day
- Opportunity to distribute products or promotional materials at the event in a designated sponsor tent
- Listing in the Society's Annual Report
- Inclusion in event digital program book including:
 - Full-page ad, coupon, Barketplace listing, and Pet Trends feature

BARK SPONSORSHIP OPPORTUNITIES

GOLD SPONSOR \$5,000

- Logo inclusion on BARK event signage, website, event T-shirts, and e-blasts
- Verbal recognition during event
- Inclusion in one social media post before the event
- Private 10'x10' tent with tables and chairs
- Six (6) complimentary registrations for a BARK team (\$240 value)
- Complimentary breakfast for six people
- One parking pass for the Waldron Parking Deck on event day
- Opportunity to distribute products or promotional materials at the event in a designated sponsor tent
- Listing in the Society's Annual Report
- Inclusion in event digital program book including:
 - ½ page ad with premium placement, coupon, Barketplace listing, and Pet Trends feature

SILVER SPONSOR \$3,000

- Logo inclusion on BARK event signage, website, and e-blasts
- Verbal recognition during event
- Inclusion in one social media post
- Private 10'x10' tent with tables and chairs
- Four (4) complimentary registrations for a BARK team (\$160 value)
- Logo displayed on event T-shirts
- Opportunity to distribute products or promotional materials at the event in a designated sponsor tent
- Listing in the Society's Annual Report
- Inclusion in event digital program book including:
 - ½ page ad, coupon, and Barketplace listing

BRONZE SPONSOR \$1,500

- Logo inclusion on select BARK event signage, website, and e-blasts
- Verbal recognition during event
- Four (4) complimentary registrations for a BARK team (\$160 value)
- Logo displayed on event T-shirts
- Opportunity to distribute products or promotional materials at the event at a six-foot table in the open air Barketplace
- Listing in the Society's Annual Report
- Inclusion in event digital program book including:
 - ¼ page ad, coupon, and Barketplace listing



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BARK OTHER WAYS TO SUPPORT

TABLING \$400

- Name inclusion on select BARK event signage
 - Name recognition on BARK website
 - Opportunity to distribute products* or promotional materials at the event with a six-foot table in the open air Marketplace
- Inclusion in event digital program book including:
 - Coupon and Marketplace listing

Ask us about nonprofit opportunities and rates.
**Additional fees may apply for retail permits*

IN-KIND WISH LIST

Help The Anti-Cruelty Society put on the best walk and dog-friendly party of the year. Your contribution of products or funds to cover the cost of these products will enhance your brand awareness and make our event one to remember!

Participant and Volunteer T-shirts

Funding for participant and volunteer T-shirts. Every BARK participant and volunteer will be given a shirt to don event day and beyond! (Participant: 1,500; Volunteer: 200)

VIP Section

Host a breakfast for 250 guests including our VIP participants, top fundraisers, and sponsors.

Incentive Prizes

Support and encourage Bark fundraisers with tiered incentive prizes. We seek BARK-branded swag for 3–5 divisions. Prizes should increase in value or perceived value for higher-level fundraisers.

Food and Beverages

Help our guests refuel post-walk. We seek donations such as water, soda, individually-packaged snacks, and more substantial lunch items for 1,500 guests.

Entertainment

Keep the party going! Perform for our guests during the post-walk party. We seek either a band or DJ.

Photography

Capture all the fun! We seek photographers who can take staged group shots as well as photographers who can capture action shots and video of the event.

Swag

Provide 1,500 branded swag items* to be distributed to all BARK participants at check-in. Items may include a reusable bag, items for people (e.g. flashlights, pens, notepads, etc.), pet enrichment and/or pet care items.

**Items subject to approval*

FORM A PACK: START A TEAM!

Make a greater impact for the health of animals! Form a team and invite your friends (\$40 each) and colleagues to participate in this woof-tastic day! Earn team incentives and recognition.

Visit anticruelty.org/bark to form your team and make a direct impact today!



GOT IDEAS YOU WANT TO SHARE?

REACH OUT TO JARRET THOMPSON AT [JTHOMPSON@ANTICRUELTY.ORG](mailto:jthompson@anticruelty.org) TO DISCUSS!

BARK DIGITAL PROGRAM BOOK

All registered participants will receive a BARK 2022 digital program. This book offers an event map and schedule, plus ideas on pet activities, coupons, tips from our animal experts, and success stories. This digital program will highlight sponsors and advertisers that support the Society's life-saving work.

ADVERTISING OPPORTUNITIES

Ad space is included as a complimentary benefit for each sponsor level. If you are interested in purchasing ad space in addition to your sponsorship, prices and dimensions are listed below.

ADS:

Full-page: \$750 1242px x 2208px

Half-page: \$500 1242px x 1104px

Third-page: \$250 1242px x 736px

FEATURED PRODUCTS AND PROMOTIONS:

Pet Trends Feature: \$300

Include a photo and write-up of your product in this special section

Coupon: \$100

Offer a promotion or discount to increase traffic to your business or organization

Barkplace Listing: \$50

Feature your name/address/phone/url and 65 character description

FULL PAGE AD

1242px x 2208px

DIGITAL COUPONS

621px x 548 pxpx

HALF-PAGE AD

1242px x 1104px

THIRD-PAGE AD

1242px x 736px

BARK 

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BARK SPONSORSHIP COMMITMENT

- PRESENTING SPONSOR** \$50,000
- GRAND SPONSOR** \$25,000
- PLATINUM SPONSOR** \$10,000
- GOLD SPONSOR** \$5,000
- SILVER SPONSOR** \$3,000

- BRONZE SPONSOR** \$1,500
- TABLING** \$400
- _____ **IN-KIND SPONSOR**
- \$ _____ **AMOUNT FOR AD**

Will you be selling products at your table (\$25 permit fee)? Yes No

Contributor's/Business Name _____
(As you wish to be listed on all materials)

Contact Person _____

Address _____

City, State, Zip _____

Daytime Phone _____ Email _____

My contribution is Enclosed Please contact me to schedule a pick-up

Sponsorship Contribution \$ _____ Value of In-kind Contribution \$ _____

In-kind Item Description _____

Contributor's Signature _____ Date _____

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 APRIL 8, 2022 TO SECURE YOUR SPOT:

Jarret Thompson The Anti-Cruelty Society, 157 W. Grand Ave., Chicago, IL 60654
Phone: 312-752-7628, Email: jthompson@anticruelty.org

TO COMPLETE PAYMENT VIA CREDIT CARD, PLEASE VISIT: anticruelty.org/donate

The Anti-Cruelty Society is a private, independent 501(c)3 non-profit organization that relies on the generosity of our donors and supporters. We are not funded or operated by any parent organization or governmental agency.



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