



Doggie Carnival 2024 Sponsorship Opportunities

The Humane Society for Greater Savannah is excited to have the community join us for the **22nd annual Doggie Carnival** in beautiful Forsyth Park in downtown Savannah, GA! Doggie Carnival will take place on Sunday May 5th from 12-4pm.

Doggie Carnival is a fun-filled carnival with local food, drinks, doggie derby (dog races), dog obstacle courses, bounce houses, cotton candy, popcorn, ice cream and many dog and kid friendly games and activities. This family (and canine!) friendly event is attended by more than 3,000 people each year. Funds raised from the Doggie Carnival support the Humane Society for Greater Savannah. HSGS is the largest no-kill shelter in the state of Georgia outside of Atlanta and finds homes for about 2,500 animals per year. Our clinic performed almost 9,000 spay/neuter surgeries last year.

Vendors and sponsors provide the bulk of the entertainment for the Doggie Carnival while showcasing their non-profit or business to carnival attendees. Each vendor or sponsor provides an HSGS-approved game or activity at their booth that guests or their pets can participate in. Attendees purchase tickets at tickets booths and provide those tickets to vendors and sponsors as payment for the activity or game. If you would like to sell your own products at the event, you must sign up for the \$250 booth.

Doggie Carnival Support Levels

Promotional Booth (\$150)

- Doggie Carnival booth space. Promotional booth for your business or non-profit, no product sales.
- Free for non-profit animal rescues.

Booth with Product Sales (\$250)

- NEW FOR 2024 - Doggie Carnival booth space with product sales permitted.

Event Sponsor (\$1,000)

- Sponsor recognition on printed & digital marketing materials including event t-shirts & map.
- Promotion on HSGS social media channels.
- On-site recognition – logo inclusion on sponsorship banners placed throughout the carnival.
- Doggie Carnival event booth.

Doggie Derby Sponsor, Speed Trap Sponsor, World Pup Sponsor (\$2,500)

- One sponsorship is available for each of the 3 Doggie Carnival main attractions.
- Doggie Derby is our most popular event and features dog races to crown the 'unofficial' fastest dog in Savannah in both small dog and large dog categories.
- Speed Trap utilizes a Swift Paws lure course (a pulley system with a toy to chase) and each dog's speed is tracked with a radar gun to crown a champion.
- World Pup is where dogs get to play with a giant horse ball (a giant soccer ball about 40 inches in diameter) and hilarity ensues.
- Each of the 3 sponsors will receive:
 - Sponsor recognition on all printed & digital marketing materials including event t-shirts & map.
 - Logo inclusion on the HSGS website for one year as a corporate sponsor. The HSGS website receives about 43,000 pageviews and over 14,000 unique visitors monthly.
 - Recognition in local media coverage, excluding radio, which usually includes Savannah Morning News and local television outlets.
 - Logo inclusion on all social media advertising and email newsletters sent to HSGS volunteers, donors and event attendees.
 - Promotion on HSGS social media channels.
 - On-site recognition – Prominent logo inclusion on sponsorship banners placed throughout the carnival and specifically at the sponsored game/event.
 - Prominently placed Doggie Carnival event booth near the sponsored game.

Carnival Sponsor (\$5,000)

- 2 Carnival Sponsorships available. Title sponsor recognition on all printed & digital marketing materials including event t-shirts & map. The Humane Society Doggie Carnival presented by "X" and "Y".
- Logo inclusion on HSGS dog, cat and other animal Adoption pages for one year. The HSGS website receives about 43,000 pageviews and over 14,000 unique visitors monthly and these are the most visited pages.
- Radio recognition – The Carnival sponsors will be recognized in all radio promotions in the months leading up to the Doggie Carnival.
- Recognition in all local media coverage, which usually includes Savannah Morning News and local television outlets.
- Prominent logo inclusion on all social media advertising and email newsletters sent to HSGS volunteers, donors and event attendees. Logo will also display on HSGS Lobby televisions.
- Promotion on HSGS social media channels.
- On-site recognition – Prominent logo inclusion on sponsorship banners placed throughout the carnival.
- Prominently placed Doggie Carnival event booth and unlimited carnival space – Title sponsor may reserve additional carnival space to exhibit its company and engage the public.

For more information contact us via email at fundraising@humanesocietysav.org or at (912) 228-8002.

Register your sponsorship or booth at <https://www.humanesocietysav.org/doggie-carnival>