



Join us for the biggest pet community event in Northern Virginia!



# PAWS IN THE PARK

Sunday, October 15, 2023

11 a.m. - 4 p.m.

Oronoco Bay Park

Waterfront in Old Town Alexandria

The Animal Welfare League of Alexandria's Paws in the Park brings together thousands of animal-lovers and their families for a super fun community event with delicious local food and drink, entertainment, an interactive Family Fun Tent and of course, Rescue Row featuring many of the area's animal rescue groups and their adoptable animals.

Sponsorship of AWLA's Paws in the Park not only provides businesses with access to AWLA's 40,000+ loyal fans and supporters, it also helps fund one of the hardest working animal welfare nonprofits in the country.

In addition, in 2022 Paws in the Park was featured in The Zebra, Alexandria Times, Alexandria Gazette, Old Town Crier and VIP Alexandria Magazine.

## SPONSORSHIP OPPORTUNITIES



### TITLE SPONSOR • \$20,000 - SOLD!!

Your company will be the hero of the day bringing fun, entertainment, food and drink, and most of all building community with animal-lovers and their families. Thousands of attendees will know that the AWLA's Paws in the Park could not have happened without you. As a result, your company will receive:

- Premier logo on program and print Paws in the Park materials, including social media, flyers, press releases, website and communications and event signage
- Billing as "AWLA's Paws in the Park sponsor" on all correspondence
- Social media post highlighting your company and its support of the AWLA and Paws in the Park.
- Your company's logo on Paws in the Park swag bag and opportunity to provide a promotional item to be included in the Paws in the Park swag bag
- Speaking role on stage during the Paws in the Park entertainment program.
- Opportunity to host a Paws in the Park Party Tent.



SPONSORSHIPS CONTINUED ON THE BACK ►

# SPONSORSHIP OPPORTUNITIES



## FAMILY FUN TENT • \$10,000

A prominent and popular feature at Paws in the Park, the Family Fun Tent provides an opportunity to connect with animal-loving families as they create crafts and toys for our shelter animals and their own pets. As part of this sponsorship, your company will receive:

- Prominent logo or mention on digital and print Paws in the Park marketing, including flyers, press releases, event webpage, email communications and onsite signage.
- Billing, when applicable, as "AWLA's Paws in the Park Family Fun Tent sponsored by <your company>."
- Social media post highlighting your company and its support of the AWLA and Paws in the Park.
- Verbal recognition from the stage at Paws in the Park.
- Opportunity to provide a promotional item to be included in the Paws in the Park swag bag.
- Opportunity to create and lead a branded or on-brand craft or project in the Family Fun Tent.
- Opportunity to host a Paws in the Park Party Tent.

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## RESCUE ROW • \$10,000

Rescue Row provides AWLA and your company an opportunity to bring together local rescue organizations to promote the adoption of our area's neediest and most adorable adoptable animals. This area of Paws in the Park is popular with those looking to adopt and alumni of the rescue organizations. As part of this sponsorship your company will receive:

- Prominent logo or mention on digital and print Paws in the Park marketing, including flyers, press releases, event webpage, email communications and onsite signage.
- Billing, when applicable, as "AWLA's Paws in the Park Rescue Row sponsored by <your company>."
- Social media post highlighting your company and its support of the AWLA and Paws in the Park.
- Verbal recognition from the stage at Paws in the Park.
- Opportunity to provide a promotional item to be included in the Paws in the Park swag bag.
- Opportunity to name a adoptable pet featured at Paws in the Park.
- Opportunity to host a Paws in the Park Party Tent.



## ENTERTAINMENT SPONSOR • \$7,500

It wouldn't be Paws in the Park without some fantastic entertainment to get the crowd dancing and singing along with their four-legged friends, and our thousands of attendees will all have your company to thank for bringing them the entertainment they have come to expect at this event. As part of this sponsorship your company will receive:

- Prominent logo or name on digital and print Paws in the Park marketing, including flyers, press releases, event webpage, email communications and onsite signage.
- Billing, when applicable, as "AWLA's Paws in the Park Entertainment sponsored by <your company>."
- Social media post highlighting your company and its support of AWLA and Paws in the Park.
- Verbal recognition from the stage at Paws in the Park.
- Opportunity to provide a promotional item to be included in the Paws in the Park swag bag.
- Opportunity to introduce an act during the entertainment portion of the program.
- Opportunity to host a Paws in the Park Party Tent.



## PITP GOLD PARTNER SPONSOR • \$5,000

- Logo or name on most digital and print Paws in the Park marketing, including flyers, press releases, event webpage, email communications and event signage.
- Opportunity to provide a promotional item to be included in the Paws in the Park swag bag.
- Opportunity to host a Paws in the Park Party Tent.



## PITP SILVER PARTNER SPONSOR • \$2,500

- Name on most digital and print Paws in the Park marketing, including press releases, event webpage and onsite signage.
- Opportunity to provide a promotional item to be included in the Paws in the Park swag bag.
- Opportunity to setup vendor space.



## PITP BRONZE PARTNER SPONSOR • \$1,000

- Name on event webpage.
- Opportunity to provide a promotional item to be included in the Paws in the Park swag bag.
- Opportunity to setup vendor space.

## Looking for even more visibility at Paws in the Park?

Enhance your sponsorship and add to your company's visibility with an add-on sponsorship opportunity such as water stations, fencing, fire hydrant spots, etc. Add-on opportunities start at \$500.

To find out more about Paws in the Park visit [PawsInTheParkVA.com](http://PawsInTheParkVA.com).

For more information or to secure your Paws in the Park sponsorship, contact Megan Hess at [paws@alexandrianimals.org](mailto:paws@alexandrianimals.org) or 703.746.5662.

