

# DOG JOG

A Walk or Jog to End Animal Cruelty

**SAT JUNE 3 2023 AT 10AM**  
North Glenmore Park (near the Canoe Club)  
**FESTIVAL UNTIL 3PM**



**SPONSORSHIP**



Calgary  
Humane  
Society





# Calgary Humane Society

By connecting people and animals, we help to build an unwavering bond that is a gateway for more meaningful lives. An animal's second chance starts with us, and we are committed to finding the right person for each animal. Our mission is to help as many animals as we can and give them the life they deserved from the start. Our goal is to provide every person with the experience of companionship and true fulfillment that can only come from caring for an animal.

We are a hub for all animals in need—any animal, under any circumstances. Beyond adoptions, we support animal welfare in Calgary through education, outreach, emergency vet services for surrendered animals, behaviour training for those in need, and our unique ability to enforce the Animal Protection Act.

We dream of a community where all animals are valued, humanely treated, and live enriched lives. Calgary Humane Society is committed to creating a better tomorrow through compassion and collaboration.

[www.calgaryhumane.ca](http://www.calgaryhumane.ca)

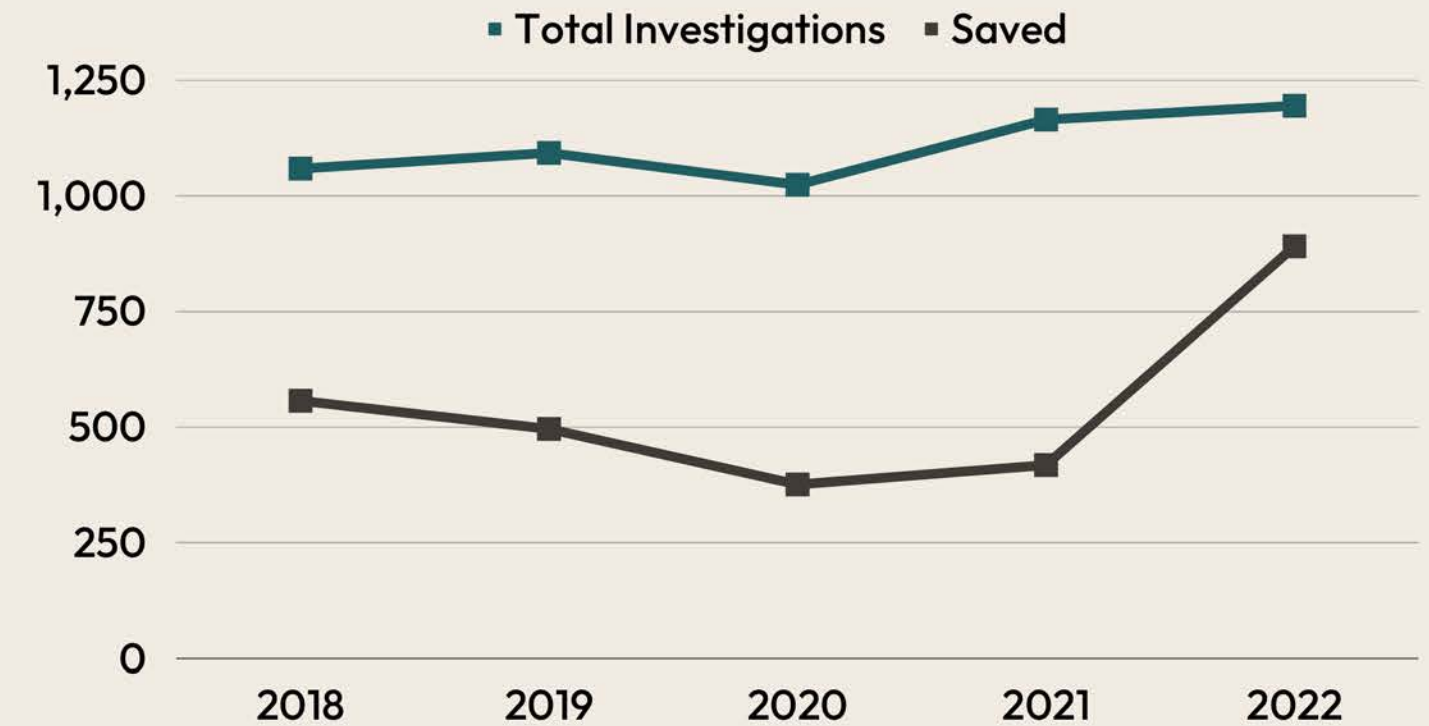


# PROTECTION & INVESTIGATIONS

Calgary Humane Society is the only organization in Calgary mandated to enforce the Animal Protection Act of Alberta.

In 2022, Calgary Humane Society Peace Officers investigated 1195 cases of animal cruelty, and we were able to save 891 animals from situations of abuse and neglect.

By supporting Dog Jog, you ensure our teams stay active in the community and all animals receive the love and care that they so deserve.





# EVENT INFO



**NORTH GLENMORE PARK**  
**7305 Crowchild Tr. SW**



**JUNE 3, 2023**  
**10AM - Registration Opens**  
**12PM - Walk/Jog Begins**  
**1PM - 3PM Family Festival**



**Estimated over 600**  
**participants and their furry**  
**friends**



**All funds raised support**  
**Calgary Humane's mission**  
**to end animal cruelty**







# DOG JAG

June 3, 2023

NEW LOCATION: NORTH GLENMORE

Elbow River



# SPONSORSHIP OPPORTUNITIES

## PRESENTING SPONSOR - SOLD

~~ONE Exclusive Opportunity - \$15,000~~

## CLEVER CANINE SPONSOR

TWO Opportunities - \$10,000

## MAIN STAGE SPONSOR - SOLD

~~ONE Exclusive Opportunity - \$10,000~~

## MIGHTY MUTT SPONSOR

TWO Opportunities - \$5,000

## JUNIOR ANIMAL ADVOCATE SPONSOR

TWO Opportunities - \$3,000

## PAMPERED POOCH SPONSOR

TWO Opportunities - \$2,500

## HAPPY HOUND SPONSOR

\$1,000





# PRESENTING SPONSOR

Top tier level sponsorship. Calgary Humane Society's Dog Jog Presented By \_\_\_\_\_

Exclusive presenting sponsorship of Dog Jog, only one spot available.

As the presenting sponsor, you will receive the following benefits\*:

## Marketing Benefits:

- Company logo included in all event promotions and collateral as presenting sponsor.
- Traditional and digital advertising
- Social media recognition
- Community notice mailed to all surrounding areas
- Website and other materials
- Dog Jog participant package co-branding

## Impact of sponsorship:

- Behind-the-scenes tour of our shelter for unlimited participants
- Animal meet and greets
- Protection presentation

## Event Day Recognition

- Logo on all event signage and event pocket notebook
- Recognition from the stage
- Speaking opportunity
- Joint media release
- Option to place an item or branded collateral in the participant package

## Event Logistics

- If requested, a booth beside the mainstage
- Team registration for up to ten individuals and all their dogs

## Giving Platform

- Place a video on the registration page

\*We can tailor sponsorship benefits to fit the goals of the Presenting Sponsor





# CLEVER CANINE SPONSOR

Two Clever Canine Sponsorship opportunities are available.

## 1. Peace Officer Investigation

- Supporters will have the opportunity to learn more about what it takes to become a Calgary Humane Society Peace Officer, keeping our animals safe.

## 2. Agility Course

- Dogs will have a chance to work with our behaviour experts to see if they have what it takes to be the next agility superstar.

## Marketing Benefits:

- Promotion on Calgary Humane Society social media as Clever Canine sponsor

## Impact of sponsorship:

- Behind-the-scenes tour of our shelter for unlimited participants
- Animal meet and greets
- Protection presentation

## Event Day Recognition

- Logo on all event signage and event pocket notebook
- Prominent logo placement at each activation
- Recognition from the stage
- Option to place an item or branded collateral in the participant package

## Event Logistics

- If requested, a booth in the Barkingville Market
- Team registration for up to ten individuals and all their dogs





# MAIN STAGE SPONSOR

Exclusive main stage sponsorship of Dog Jog, only one spot available.

As the main stage sponsor, you will receive the following benefits:

## Marketing Benefits:

- Promotion on Calgary Humane Society social media as main stage sponsor

## Impact of sponsorship:

- Behind-the-scenes tour of our shelter for unlimited participants
- Animal meet and greets
- Protection presentation

## Event Day Recognition

- Logo on all event signage and event pocket notebook
- Prominent logo placement on stage
- Recognition from the stage
- Opportunity to place an item or branded collateral in the participant package

## Event Logistics

- If requested, a booth near the mainstage
- Team registration for up to ten individuals and all their dogs





# MIGHTY MUTT SPONSOR

Three Mighty Mutt Sponsorship opportunities are available.

## 1. Photo finish (SOLD)

- Joggers and Walkers stand proud, holding a sign with your logo declaring their support to end animal cruelty.

## 2. Barkingville Market

- Artisans, vendors and supporters join us to bring our market to life. By supporting our market, you are helping to create a community of local businesses that support our joint cause.

## 3. Mutt n' Mingle

- Welcome all supporters to celebrate and cheers for ending animal cruelty in Calgary.

### Marketing Benefits:

- Promotion on Calgary Humane Society social media as Mighty Mutt sponsor

### Impact of sponsorship:

- Protection presentation

### Event Day Recognition

- Logo on all event signage and event pocket notebook
- Prominent logo placement at each activation
- Recognition from the stage
- Opportunity to place an item or branded collateral in the participant package

### Event Logistics

- If requested, a booth in the Barkingville Market
- Team registration for up to five individuals and all their dogs





# JUNIOR ANIMAL ADVOCATE SPONSOR

Two Junior Animal Advocate Sponsorship opportunities are available.

## 1. Kids Zone

- Face painting, games, bouncy castles! The perfect way to celebrate with the whole family after the jog.

## 2. Pocket Notebook

- Our Junior Animal advocates will each receive an official Dog Jog Pocket Notebook, which to guide them around the event, learning more about the Humane Society, caring for animals and what it means to be a Peace Officer.

## Marketing Benefits:

- Promotion on Calgary Humane Society social media as Junior Animal Advocate sponsor

## Impact of Sponsorship

- Presentation on the importance of teaching compassion

## Event Day Recognition

- Logo on all event signage and event pocket notebook
- Prominent logo placement at the activation
- Recognition from the stage
- Opportunity to place an item or branded collateral in the participant package

## Event Logistics

- If requested, a booth in the Barkingville Market
- Team registration for up to five individuals and all their dogs





# PAMPERED POOCH SPONSOR

Two Pampered Pooch Sponsorship opportunities are available.

## 1. Doggy Spa

- Nothing like a cool down after a jog in the park. We will brand our doggy spa with your logo.

## 2. Watering Hole

- We will make sure our dogs (and humans) stay hydrated. We will brand all water stations around the event space and along the walk route in your brand.

## Marketing Benefits:

- Promotion on Calgary Humane Society social media as Pampered Pooch sponsor

## Event Day Recognition

- Logo on all event signage and event pocket notebook
- Prominent logo placement
- Recognition from the stage

## Event Logistics

- If requested, a booth in the Barkingville Market
- Team registration for up to five individuals and all their dogs





# HAPPY HOUND SPONSOR

Unlimited Happy Pup Sponsorship opportunities are available. This level of support showcases your commitment to the cause and helps lend your voice to the fight against animal cruelty.

## Marketing Benefits:

- Promotion on Calgary Humane Society social media as Happy Hound sponsor

## Event Day Recognition

- Logo on all event signage and event pocket notebook
- Recognition from the stage

## Event Logistics

- If requested, a booth in the Barkingville Market





SPONSORSHIP	OPPORTUNITIES	\$	MARKETING	IMPACT	EVENT DAY	PARTICIPATION
PRESENTING SOLD	1	\$15,000	<ul style="list-style-type: none"><li>• Company logo included in all event promotions and collateral as presenting sponsor.</li><li>• Traditional and digital advertising</li><li>• Social Media recognition</li><li>• Community Notice mailed to all surrounding areas</li><li>• Website and other materials</li><li>• Dog Jog Participant Package Co-Branding</li><li>• Place a video on the registration page</li></ul>	<ul style="list-style-type: none"><li>• Behind the scenes tour of our shelter for unlimited participants</li><li>• Animal meet and greets</li><li>• Protection presentation</li></ul>	<ul style="list-style-type: none"><li>• Logo on all event signage and event pocket notebook</li><li>• Recognition from the stage</li><li>• Speaking opportunity</li><li>• Joint Media Release</li><li>• Opportunity to place item or branded collateral in participant package</li></ul>	<ul style="list-style-type: none"><li>• Vendor Booth</li><li>• Team Registration for 10</li></ul>
CLEVER CANINE	<div>2<ul style="list-style-type: none"><li>• Peace Officer Investigation</li><li>• Agility Course</li></ul></div>	\$10,000	Promotion on Calgary Humane Society social media as Clever Canine sponsor	<ul style="list-style-type: none"><li>• Behind the scenes tour of our shelter for unlimited participants</li><li>• Animal meet and greets</li><li>• Protection presentation</li></ul>	<ul style="list-style-type: none"><li>• Logo on all event signage and event pocket notebook</li><li>• Prominent logo placement at each activation</li><li>• Recognition from the stage</li><li>• Opportunity to place item or branded collateral in participant package</li></ul>	<ul style="list-style-type: none"><li>• Vendor Booth</li><li>• Team Registration for 10</li></ul>
MAIN STAGE	1	\$10,000	Promotion on Calgary Humane Society social media as main stage sponsor	<ul style="list-style-type: none"><li>• Animal meet and greets</li><li>• Protection presentation</li></ul>	<ul style="list-style-type: none"><li>• Logo on all event signage and event pocket notebook</li><li>• Prominent logo placement on stage</li><li>• Recognition from the stage</li><li>• Opportunity to place item or branded collateral in participant package</li></ul>	<ul style="list-style-type: none"><li>• Vendor Booth</li><li>• Team Registration for 10</li></ul>



Sponsorship	Opportunities	\$	Marketing	Impact	Event Day	Participation
Mighty Mutt	3 <ul style="list-style-type: none"> <li>Photo Finish (SOLD)</li> <li>Barkingville Market</li> <li>Mutt n' Mingle</li> </ul>	\$5,000	Promotion on Calgary Humane Society social media as Mighty Mutt sponsor	<ul style="list-style-type: none"> <li>Protection presentation</li> </ul>	<ul style="list-style-type: none"> <li>Logo on all event signage and event pocket notebook</li> <li>Prominent logo placement at each activation</li> <li>Recognition from the stage</li> <li>Opportunity to place item or branded collateral in participant package</li> </ul>	<ul style="list-style-type: none"> <li>Vendor Booth</li> <li>Team Registration for 5</li> </ul>
Junior Animal Advocate	2 <ul style="list-style-type: none"> <li>Kids Zone</li> <li>Pocket Notebook</li> </ul>	\$3,000	Promotion on Calgary Humane Society social media as Junior Animal Advocate sponsor	<ul style="list-style-type: none"> <li>Presentation on the importance of teaching compassion</li> </ul>	<ul style="list-style-type: none"> <li>logo on all event signage and event pocket notebook</li> <li>Prominent logo placement at each activation</li> <li>Recognition from the stage</li> <li>Opportunity to place item or branded collateral in participant package</li> </ul>	<ul style="list-style-type: none"> <li>Logo on all event signage and event pocket notebook</li> <li>Prominent logo placement at each activation</li> <li>Recognition from the stage</li> <li>Opportunity to place item or branded collateral in participant package</li> </ul>
Pampered Pooch	2 <ul style="list-style-type: none"> <li>Doggy Spa</li> <li>Watering Hole</li> </ul>	\$2,500	Promotion on Calgary Humane Society social media as Pampered Pooch sponsor	N/A	<ul style="list-style-type: none"> <li>Logo on all event signage and event pocket notebook</li> <li>Prominent logo placement at each activation</li> <li>Recognition from the stage</li> </ul>	<ul style="list-style-type: none"> <li>Vendor Booth</li> <li>Team Registration for 5</li> </ul>
Happy Hound	UNLIMITED	\$1,000	Promotion on Calgary Humane Society social media as Happy Hound sponsor	N/A	<ul style="list-style-type: none"> <li>Logo on all event signage and event pocket notebook</li> </ul>	<ul style="list-style-type: none"> <li>Vendor Booth</li> </ul>



# SHOW YOUR SUPPORT

If you have any questions regarding sponsorship packages, please contact:

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www.calgaryhumane.ca

