



Calgary  
Humane  
Society

A WALK OR JOG TO  
**End Animal Cruelty**

**DOG JOG**

**Dog Jog is a walk or jog to help end animal cruelty. Each year this event helps to raise vital funding to support life-saving programs focused on education, protection, rehabilitation and ultimately, a new beginning for animals in need.**

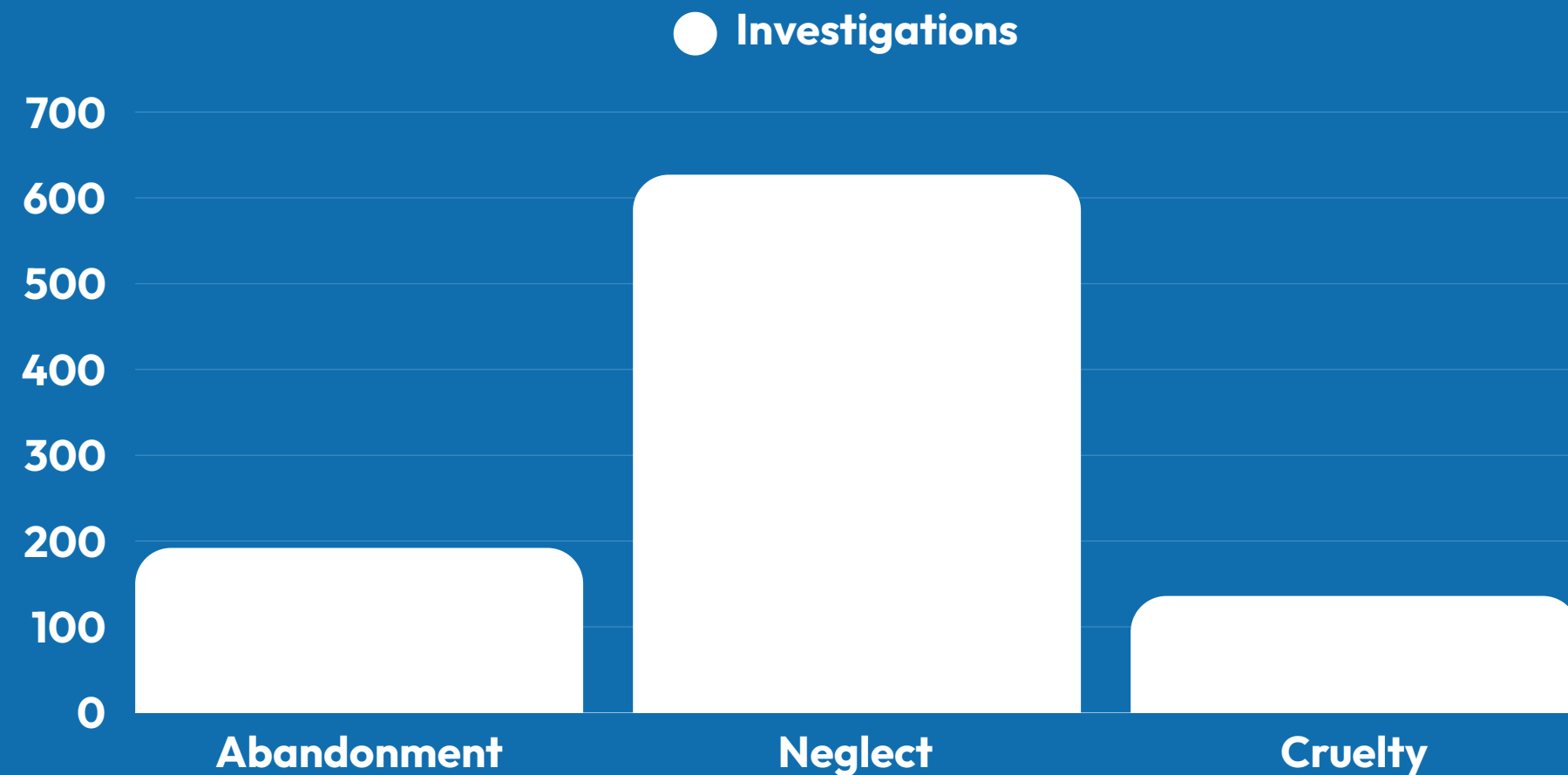
**Sign up as a team and turn this fundraiser into a team building event!**

**Registration opens  
March 10, 2025**



# Protection and Investigation

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



In 2024, Calgary Humane Society Peace Officers investigated 1,038 cases, resulting in 525 seizures and saving animals from abuse and neglect.





**SATURDAY**  
**MAY 31, 2025**

**North Glenmore Park**  
**7305 Crowchild Tr.SW**

**10:00 AM**  
Registration Opens

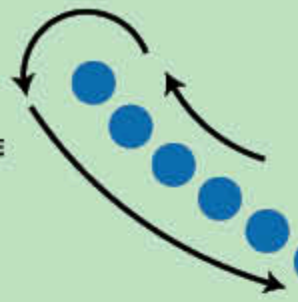
**11:00 AM**  
Walk/Jog

**1:00 PM - 3:00 PM**  
Family Festival

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

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

WEASELHEAD  
NORTH GENMORE  
PARK



NORTH  
GLENMORE  
PARK

**Festival  
Grounds**

**Start/End Point**



ELBOW RIVER



**Gift-In-Kind  
Tents**

**Total Distance**  
5KM (there and back)

# Sponsorship Opportunities



**PRESENTING SPONSOR**

\$20,000



**RAISE THE RUFF**

MAIN STAGE SPONSOR

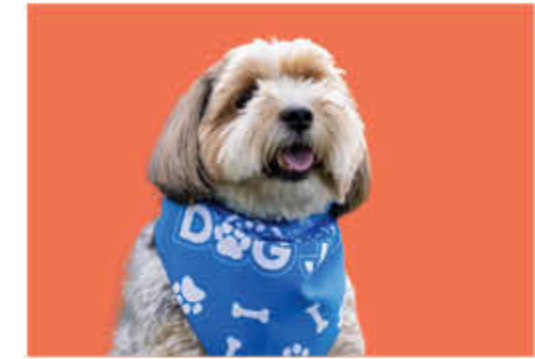
\$10,000



**WAG & WIGGLE**

RACE SPONSOR

\$7,500



**FETCH THE FUNDS**

REGISTRATION AND FUNDRAISING SPONSOR

\$7,500



**SMARTY PUPS**

HUMANE EDUCATION SPONSOR

\$5,000



**FREE BARKING**

PARKING & SHUTTLE BUS SPONSOR

\$5,000



**ZOOMIES ZONE**

AGILITY COURSE SPONSOR

\$5,000



**YAPPY HOUR**

BEER GARDEN SPONSOR

\$5,000

# Sponsorship Opportunities



**MUTT  
MODELS**  
PHOTO FINISH SPONSOR  
**\$5,000**



**HEALING  
HOUNDS**  
FIRST AID SPONSOR  
**\$2,500**



**HOMeward  
BOUND**  
ADOPTION ADVOCATE  
**\$2,500**



**MIGHTY  
PAWS**  
VOLUNTEER SPONSOR  
**\$2,500**



**RESTING  
RETRIEVER**  
DOGGY WATERING  
HOLE & COOLING  
STATION SPONSOR  
**\$2,500**



**PLAYFUL  
PUP**  
KIDZONE SPONSOR  
**\$2,500**



**BARK &  
BROWSE**  
MARKET SPONSOR  
**\$1,200**



**PUP PIT  
STOP**  
GIFT-IN-KIND WATER  
PARTNERS

## Presenting Sponsor: \$20,000

Becoming the Presenting Sponsor for Dog Jog 2025 offers your company unparalleled visibility and prestige. By becoming the Presenting Sponsor for Dog Jog 2025, you are not only supporting Calgary Humane Society's mission to help animals in need but also positioning your brand as a leader in corporate social responsibility. Together, we can create a memorable event that celebrates our furry friends and the people who love them.

### Maximum Brand Exposure:

Engage with a dedicated audience that values corporate social responsibility and supports businesses that give back. Your company logo will be prominently displayed and mentioned anywhere Dog Jog is mentioned, ensuring your brand is seen by thousands of participants, volunteers, and supporters and guaranteeing top-of-mind awareness throughout the event's promotional campaign.

- Logo featured on Calgary Humane Society digital signage in shelter lobby during event promotions
- Logo included in all pre-event emails to event participants
- Media mentions with media partners
- Social media mentions throughout event promotions
- Logo featured on Participant Bags
- Logo featured on Sponsor Sign at the entrance to the event
- Receive complimentary booth space in the Dog Jog Market
- Company name mentioned from the main stage throughout the day

### On-Site Event Perks:

- Opportunity to speak from the Main Stage during our Awards Presentation
- Dog Jog Team registration for up to ten participants
- Group volunteering opportunity for employees to become ambassadors for your brand, sharing their positive experiences and reinforcing your company's commitment to making a difference.



## Raise the Ruff Main Stage Sponsor: \$10,000

As the Main Stage Sponsor for Dog Jog 2025, your company will enjoy maximum visibility at the heart of the event. This sponsorship offers a unique opportunity to showcase your brand to a captive audience, ensuring your message resonates with attendees throughout the day. Your company logo will be prominently displayed on the main stage, the central hub of the market, where all major activities and performances take place. Gain continuous exposure as attendees gather around the main stage for entertainment, announcements, and key event moments. Capture the attention of a diverse audience, including families, pet lovers, and community supporters.

### Prime Brand Placement:

- Prominent visibility on the Main stage
- Logo on sponsor sign at entrance to the event
- Logo on Calgary Humane Society Website Dog Jog landing page throughout duration of event including pre-event promotion
- Logo in pre-event email and communications when Main Stage is mentioned
- Mention on one shared and one customized social media post
- Featured in event day announcements from the Main Stage
- Complimentary booth space in the Dog Jog Market
- Opportunity to add a branded item to participant swag bags

### On-Site Event Perks:

- Opportunity to speak from the Main Stage during our Awards Presentation
- Dog Jog team registration for up to ten participants
- Group volunteering opportunity for employees to become ambassadors for your brand, sharing their positive experiences and reinforcing your company's commitment to making a difference.



## Wag & Wiggle Race Sponsor: \$7,500

As the Race Sponsor for Dog Jog 2025, your company will enjoy prime visibility at the most exciting parts of the event—the start and finish lines and on the race participants! This sponsorship offers a unique opportunity to showcase your brand to all participants as they embark on and complete their journey through the park with public visibility outside of the event space with anyone using the park that day.

### Prime Brand Placement:

- Logo prominently displayed at the start and finish lines
- Logo featured on participant gear providing continuous exposure throughout the event.
- Logo on sponsor sign at entrance to the event
- Logo on Calgary Humane Society Website Dog Jog landing page throughout duration of event including pre-event promotion
- Logo in pre-event emails and communications when Race is mentioned
- Logo on route map provided to participants
- Mention on one shared and one customized social media post
- Featured in event day announcements from the Main Stage
- Complimentary booth space in the Dog Jog Market
- Opportunity to add a branded item to participant swag bags

### On-Site Event Perks:

- Dog Jog team registration for up to ten participants
- Group volunteering opportunity for employees to become ambassadors for your brand, sharing their positive experiences and reinforcing your company's commitment to making a difference.



## Fetch the Funds Registration and Fundraising Sponsor: \$7,500

Becoming the Registration and Fundraising Toolkit Sponsor for Dog Jog 2025 offers your company a unique opportunity to magnify its impact by encouraging others to fundraise, while also achieving extended brand exposure. This sponsorship not only supports a great cause but also leverages the power of community networks to amplify your brand's reach.

Your company logo will be featured prominently on all registration materials and fundraising toolkits, ensuring visibility from the moment participants sign up. As participants use these toolkits to fundraise within their own networks, your brand will be included in their emails, social media posts, and other communications, reaching a wider audience.

### Prime Brand Placement:

- Logo on participant fundraising toolkit website, communications, and targeted emails
- Logo on sponsor sign at the entrance to the event
- Logo prominently displayed at the Registration Station
- Logo on Calgary Humane Society Website Dog Jog landing page throughout duration of event including pre-event promotion
- Mention on one shared and one customized social media post
- Featured in event day announcements from the Main Stage
- Complimentary booth space in the Dog Jog Market
- Opportunity to add a branded item to participant swag bags

### On-Site Event Perks:

- Dog Jog team registration for up to ten participants
- Group volunteering opportunity for employees to become ambassadors for your brand, sharing their positive experiences and reinforcing your company's commitment to making a difference.



## Smarty Pups Humane Education Sponsor: \$5,000

Becoming the Humane Education Sponsor for Dog Jog 2025 offers your company a unique opportunity to align your brand with the vital mission of preventing animal cruelty through education. This sponsorship highlights the importance of empowering children and youth while fostering a compassionate and informed future generation. Your sponsorship will support educational programs that teach children and youth about animal welfare, empathy, and responsible pet ownership. By promoting humane education, your brand will be associated with fostering kindness and preventing cruelty, making a lasting impact on the community.

### Prime Brand Placement:

- Logo will be prominently featured on the Smarty Pups tent location
- Logo on Calgary Humane Society co-branded swag item for visitors to take home.
- Logo on sponsor sign at the entrance to the event
- Logo on Calgary Humane Society Website Dog Jog landing page throughout duration of event including pre-event promotion
- Logo in pre-event emails and communications when Humane Education is mentioned
- Mention on shared social media post
- Opportunity to add a branded item to participant swag bags

### On-Site Event Perks:

- Dog Jog team registration for up to ten participants
- Group volunteering opportunity for employees to become ambassadors for your brand, sharing their positive experiences and reinforcing your company's commitment to making a difference.



## Free Barking Parking & Shuttle Bus Sponsor: \$5,000

As the Parking and Shuttle Sponsor for Dog Jog 2025, your company will enjoy extensive public visibility throughout the busy North Glenmore parking lots during one of the most anticipated events of the year. This sponsorship offers a unique opportunity to showcase your brand to all participants as they arrive and depart, ensuring continuous exposure. Your company logo will be prominently displayed on signage at the "Dog Jog bus stop," where participants wait for the shuttle, ensuring high visibility. Your logo will also be featured on the shuttle bus itself, one of the only shuttles that welcomes dogs and their owners together, providing a memorable and positive association with your brand.

Capture the attention of all participants, volunteers, and visitors as they navigate the busy parking lots and utilize the shuttle service and benefit from the strategic placement of your logo in high-traffic areas, ensuring your brand is seen by a wide audience.

### Prime Brand Placement:

- Logo on parking map that is sent to all staff, volunteers, participants and sponsors
- Logo on signage at Dog Jog parking lots, shuttle bus stops and on shuttle bus
- Logo on sponsor sign at the entrance to the event
- Logo on Calgary Humane Society Website Dog Jog landing page throughout duration of event including pre-event promotion
- Logo in pre-event emails and communications when Parking and Shuttle service is mentioned
- Mention on shared social media post
- Opportunity to add a branded item to participant swag bags

### On-Site Event Perks:

- Dog Jog team registration for up to ten participants
- Group volunteering opportunity for employees to become ambassadors for your brand, sharing their positive experiences and reinforcing your company's commitment to making a difference.



## Zoomies Zone Agility Course Sponsor: \$5,000

As the Agility Course Sponsor for Dog Jog 2025, your company will enjoy prime visibility at one of the event's most engaging and interactive attractions. This sponsorship offers a unique opportunity to showcase your brand while supporting the mental and physical enrichment of dogs and providing participants with access to professional dog trainers and behavior experts. Gain continuous exposure as participants gather around the agility course to watch, cheer, and engage with their pets.

### Prime Brand Placement:

- Logo on signage at the Agility tent
- Your choice of a custom co-branded dog accessory for participants to take home or signage on the Agility Park fencing.
- Logo on sponsor sign at the entrance to the event
- Logo on Calgary Humane Society Website Dog Jog landing page throughout duration of event including pre-event promotion
- Logo in pre-event emails and communications when Agility Park is mentioned
- Mention on shared social media post
- Opportunity to add a branded item to participant swag bags

### On-Site Event Perks:

- Dog Jog team registration for up to ten participants
- Group volunteering opportunity for employees to become ambassadors for your brand, sharing their positive experiences and reinforcing your company's commitment to making a difference.



## Yappy Hour Beer Garden Sponsor: \$5,000

As the Beer Garden Sponsor for Dog Jog 2025, your company will enjoy a unique opportunity to showcase your brand while providing participants with a relaxing and celebratory space to unwind, enjoy entertainment and connect with others.

Gain continuous exposure as participants enjoy entertainment and socialize in this central hub of the event. Benefit from the lively and engaging atmosphere, where your brand will be associated with positive and enjoyable experiences. By becoming the Beer Garden Sponsor for Dog Jog 2025, you are not only supporting Calgary Humane Society's mission to help animals in need but also ensuring a fun and memorable experience for all event participants. Together, we can create a vibrant event that celebrates our furry friends and the people who love them.

### Prime Brand Placement:

- Prominent visibility on signage at the Beer Garden, and throughout the main field.
- Customized drink coasters co-branded with your logo and Calgary Humane Society, demonstrating your commitment to the community and animal welfare.
- Logo on sponsor sign at the entrance to the event
- Logo on Calgary Humane Society Website Dog Jog landing page throughout duration of event including pre-event promotion
- Logo in pre-event emails and communications when Beer Garden is mentioned
- Mention on shared social media post
- Opportunity to add a branded item to participant swag bags

### On-Site Event Perks:

- Dog Jog team registration for up to ten participants
- Group volunteering opportunity for employees to become ambassadors for your brand, sharing their positive experiences and reinforcing your company's commitment to making a difference.



## Mutt Models Photo Finish Sponsor: \$5,000

As the Photo Booth Sponsor for Dog Jog 2025, your company will enjoy prime visibility at the finish line, capturing participants in their moment of accomplishment. This sponsorship offers a unique opportunity to showcase your brand on every photo, providing extended visibility as guests share their memorable moments on social media. Your company logo will be prominently displayed on every photo taken at the photo booth, ensuring high visibility as participants celebrate their achievements. Gain continuous exposure as photos are printed on the spot and shared with participants.

### Prime Brand Placement:

- Prominent visibility digital and printed photos at the finish line photo booth.
- Customized photo props co-branded with your logo and Calgary Humane Society, demonstrating your commitment to the community and animal welfare.
- Logo on sponsor sign at the entrance to the event
- Logo on Calgary Humane Society Website Dog Jog landing page throughout duration of event including pre-event promotion
- Logo in pre-event emails and communications when photo booth is mentioned
- Mention on shared social media post
- Opportunity to add a branded item to participant swag bags

### On-Site Event Perks:

- Dog Jog team registration for up to ten participants
- Group volunteering opportunity for employees to become ambassadors for your brand, sharing their positive experiences and reinforcing your company's commitment to making a difference.



## Healing Hound First Aid Sponsor: \$2,500

As the Pet First Aid Sponsor for Dog Jog 2025, your company will play a critical role in ensuring the safety and well-being of our furry participants. This sponsorship not only positions your brand as a life-saving hero in the event of a health emergency but also offers a unique opportunity for your staff to engage in philanthropy and volunteerism. Offer your staff a meaningful and rewarding experience by organizing a customized group volunteer opportunity and encourage team building and camaraderie as your employees come together to support a vital cause through hands-on involvement.

### Prime Brand Placement:

- Logo will receive prominent visibility with a banner on the Pet First Aid tent
- Company name mentioned in all Safety and First Aid communications including from the main stage when needed
- Customized group volunteer opportunity for your employees at Pet First Aid booth (must be trained in Pet First Aid)
- Logo on sponsor sign at the entrance to the event
- Logo on Calgary Humane Society Website Dog Jog landing page throughout duration of event including pre-event promotion
- Logo in pre-event emails and communications when Pet First Aid is mentioned
- Mention on shared social media post
- Opportunity to hand out branded items to visitors

### On-Site Event Perks:

- Dog Jog team registration for up to ten participants
- Group volunteering opportunity for employees to become ambassadors for your brand, sharing their positive experiences and reinforcing your company's commitment to making a difference.



## Homeward Bound Adoption Advocate: \$2,500

As an Adoption Advocate Sponsor for Dog Jog 2025, your company will align its brand with the long-term success and impact of animal welfare work. This sponsorship highlights your commitment to preventing animal cruelty and providing safety and new beginnings for animals currently experiencing cruelty, neglect, or abandonment. By celebrating the transformative journey of these animals, you will foster a sense of community and pride among participants. Celebrate the journeys of CHS alumni and their owners, reinforcing your brand's association with compassion and positive change.

Your company logo will be featured on special stickers worn by owners of CHS alumni, allowing them to proudly connect with other alumni and adopters. Gain visibility as participants wear these stickers throughout the event, creating extended reach through their personal networks.

### Prime Brand Placement:

- Logo on signage at Calgary Humane Society Adoption and Information booth
- Logo on a co-branded sticker disbursed from the Adoption and Information Booth for owners of Alumni of Calgary Humane Society to proudly wear throughout the event
- Logo on sponsor sign at the entrance to the event
- Logo on Calgary Humane Society Website Dog Jog landing page throughout duration of event including pre-event promotion
- Logo in pre-event emails and communications when Adoption is mentioned
- Mention on shared social media post

### On-Site Event Perks:

- Dog Jog team registration for up to ten participants
- Group volunteering opportunity for employees to become ambassadors for your brand, sharing their positive experiences and reinforcing your company's commitment to making a difference.



## Mighty Paws Volunteer Sponsor: \$2,500

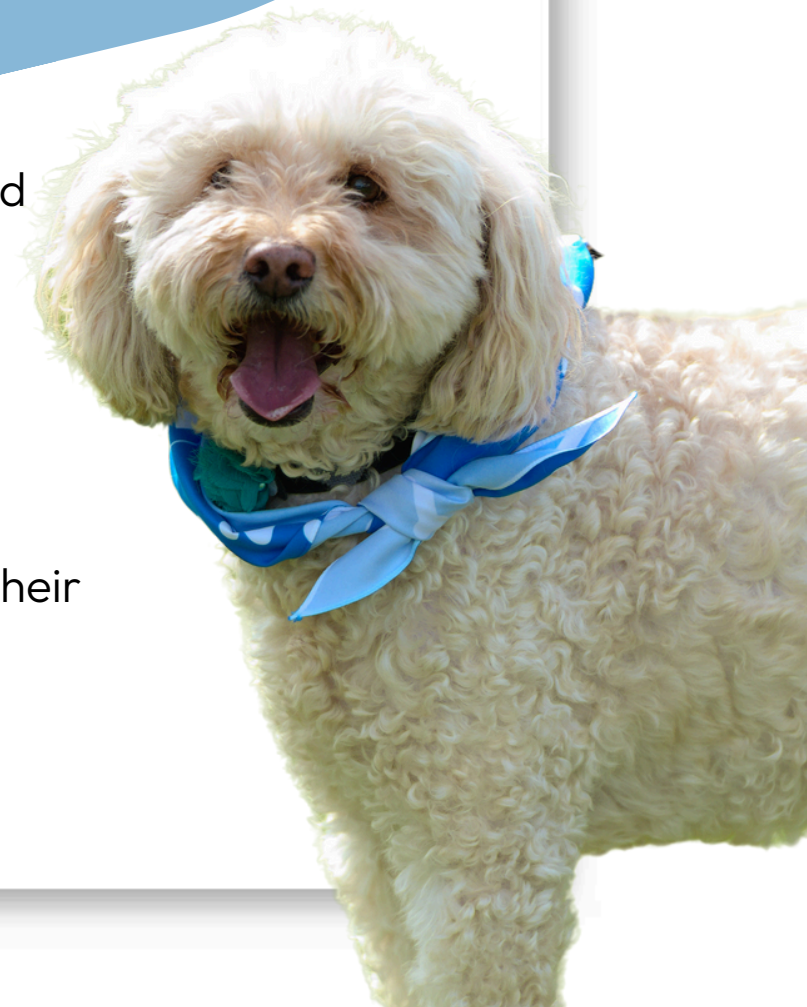
As the Volunteer Sponsor for Dog Jog 2025, your company will play a crucial role in supporting the dedicated individuals who make this event possible. This sponsorship offers a unique opportunity to showcase your brand while providing essential support to our volunteers through a rest station, ensuring they have a place to recharge and stay energized throughout the event. Your company will also be on co-branded stickers for approximately 175 volunteers to wear ensuring continuous visibility as they interact with participants and other volunteers in every corner of the event.

### Prime Brand Placement:

- Logo on signage at Volunteer Rest Station and directional signage pointing to the Rest Station
- Logo on volunteer stickers/name tags for continuous visibility throughout the event
- Logo on sponsor sign at the entrance to the event
- Logo on Calgary Humane Society Website Dog Jog landing page throughout duration of event including pre-event promotion
- Logo in pre-event emails and communications to all volunteers including volunteer recruitment and event-day instructions
- Mention on shared social media post

### On-Site Event Perks:

- Dog Jog team registration for up to ten participants
- Group volunteering opportunity for employees to become ambassadors for your brand, sharing their positive experiences and reinforcing your company's commitment to making a difference.



## Resting Retriever Dog Watering Holes & Cooling Station: \$2,500

As the Resting Retriever Doggy Watering Holes & Cooling Station Sponsor for Dog Jog 2025, your company will play a vital role in ensuring the safety and comfort of all participating dogs. This sponsorship offers a unique opportunity to showcase your brand while providing essential hydration and cooling stations that keep our furry friends happy and healthy throughout the event. Gain continuous exposure as your brand is associated with the well-being and comfort of the event's beloved canine participants. Offer your staff a meaningful and rewarding experience by organizing an optional, customized group volunteer opportunity at the Watering Holes & Cooling Stations. Encourage team building and camaraderie as your employees come together to support a vital cause through hands-on involvement.

### Prime Brand Placement:

- Logo on signage at Doggy Watering Holes & Cooling Stations throughout the event field
- Logo on sponsor sign at the entrance to the event
- Logo on Calgary Humane Society Website Dog Jog landing page throughout duration of event including pre-event promotion
- Logo in pre-event emails and communications when Doggy Cooling Stations & Watering Holes are mentioned
- Mention on shared social media post

### On-Site Event Perks:

- Dog Jog team registration for up to ten participants
- Group volunteering opportunity at Doggy Watering Holes & Cooling Stations for employees to become ambassadors for your brand, sharing their positive experiences and reinforcing your company's commitment to making a difference.



## Playful Pups KidZone Sponsor: \$2,500

As the Kid Zone Sponsor for Dog Jog 2025, your company will enjoy prime visibility at one of the event's most engaging and family-friendly attractions. This sponsorship offers a unique opportunity to showcase your brand while providing fun and educational activities for children, helping them become powerful advocates for animal welfare. Benefit from the dynamic and interactive nature of the Kid Zone, where your brand will be seen by a wide audience as a supporter of education and enrichment, fostering a deeper connection with the community.

### Prime Brand Placement:

- Logo displayed prominently on signage at our interactive Kid Zone
- Logo on sponsor sign at the entrance to the event
- Logo on Calgary Humane Society Website Dog Jog landing page throughout duration of event including pre-event promotion
- Logo in pre-event emails and communications when the Kid Zone is mentioned
- Mention on shared social media post

### On-Site Event Perks:

- Dog Jog team registration for up to ten participants
- Group volunteering opportunity for employees to become ambassadors for your brand, sharing their positive experiences and reinforcing your company's commitment to making a difference.



## Bark & Browse Market Sponsor: \$1,200 ~~10~~ 3 Opportunities

As the Paws & Protect Market Sponsor for Dog Jog 2025, your company will enjoy prime visibility in the bustling market area, providing a unique opportunity to engage with over 600+ event attendees and visitors throughout the day. This sponsorship level offers a dynamic platform to showcase your brand, distribute swag, and create memorable interactions. Gain continuous exposure as attendees explore the market, associating your brand with the vibrant and engaging atmosphere of the event.

### Prime Brand Placement:

- Dedicated space in the market area, allowing you to set up your own branded tent and create a visually appealing presence.
- Logo on Calgary Humane Society Website Dog Jog landing page throughout duration of event including pre-event promotion
- Mention on shared social media post

### On-Site Event Perks:

- Dog Jog team registration for up to ten participants



## Pup Pit Stop Gift-In-Kind Water Partners: 4

Our Pup Pit Stops offer 4 unique and exclusive partnership opportunities for companies looking to make a significant impact while gaining prime visibility. This sponsorship level offers your company a location along the race route to set up a branded marketing tent while providing essential support and creating an energetic atmosphere for participants and park users alike. Instead of requiring a monetary donation, this opportunity instead requests water donations and group volunteers that will provide essential setup and water for both human and furry racers, ensuring their comfort and hydration throughout the event. Contribute to the event by offering valuable resources that enhance the experience for all participants while encouraging team building and camaraderie as your employees come together through hands-on involvement.

### Prime Brand Placement:

- Marketing tent strategically placed along the race route ensuring maximum visibility to all participants and park users during the race portion of the event.

### Gift-in-Kind Donation:

- Provide setup and water for furry and human race participants between 10:30am and 12:30pm
- Option to bring music and/or swag to your tent to cheer participants on, pump up the energy and create a lively and motivating environment
- Enjoy the event festivities including our Market, Kid Zone, Beer Garden, live music and more after the race portion of the event is completed.
- Connect with other sponsors, local businesses, and influential community members during the event, fostering valuable relationships and potential partnerships.





# Show your support to help end animal cruelty

## CONTACT

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