



Calgary
Humane
Society

25th Anniversary

D  **G** **J**  **G**

2026 Sponsorship Opportunities

25th Anniversary

DOG JOG

Bringing Calgary Together for Animal Welfare

Dog Jog is Calgary Humane Society's largest community fundraising event, uniting thousands of animal lovers and their canine companions for a fun, family-friendly day in support of animal welfare.

Featuring a 5km walk-run race route, interactive activity zones, family programming, a vendor market, and on-site education and adoption advocacy, Dog Jog celebrates the human-animal bond while making a meaningful impact for animals in need.

Funds raised through Dog Jog directly support life-saving programs focused on education, protection, rehabilitation and ultimately, a new beginning for animals in need.

Your partnership helps create a more humane world for animals and the people who love them.



Sponsor Reach at a Glance

Channel

Projected Reach

Email Subscribers

33,000+ engaged supporters

Social Media Followers

200,000+ across platforms

Website Visitors

350,000+ monthly users

Event Participation & Attendees

1,400+

On-Site Brand Impressions

Thousands throughout event day

Radio Impressions

300,000+ listeners per week



WEASELHEAD
NORTH GLENMORE
PARK

Saturday, June 6th, 2026

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

Total Distance

5km (there and back)



NORTH
GLENMORE
PARK

**Festival
Grounds**

Start/End Point

ELBOW RIVER

1



SOLD

Presenting Sponsor

\$25,000

2



SOLD

Rainie the Husky
Main Stage Sponsor

\$10,000

3



SOLD

Felicia the Purse
Registration and
Sponsor

\$10,000

4



SOLD

Wag & Wiggle
Race Sponsor

\$7,500

5



SOLD

Smarty Pants
Humane Education Sponsor

\$5,000

6



SOLD

Free Booking
Parking & Shuttle Bus Sponsor

\$5,000

Sponsorship Opportunities

7



Mighty Paws
Volunteer Sponsor

\$5,000

8



SOLD

Zooming Zone
Agility Course Sponsor

\$5,000

9



SOLD

Yappy
Beer Garden Sponsor

\$5,000

10



Resting Retriever
Doggy Watering Hole &
Cooling Station Sponsor

\$5,000

11



SOLD

Mutt Moments
Photo Finish Sponsor

\$5,000

12



Scent Hounds
Scavenger Hunt Sponsor

\$5,000

Sponsorship Opportunities

13



Healing Hounds
Pet First Aid Sponsor

\$2,500

14



SOLD
Homeless Blvd
Adoption Advocate Sponsor

\$2,500

15



Bark & Browse
Market Sponsor

\$1,200

16



Prize Basket
Sponsor

\$500

17



Pup Pit Stop
Water Partners

Gift-In-Kind

Sponsorship Opportunities

\$25,000



Presenting Sponsor

Becoming the Presenting Sponsor for Dog Jog 2026 offers your company unparalleled visibility and prestige. By becoming the Presenting Sponsor for Dog Jog 2026, 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.

Exclusive Brand Leadership

- Exclusive naming rights across all event materials wherever Dog Jog is referenced
- Opportunity to deliver opening remarks from the stage
- Personalized pre-event collaboration social media posts highlighting your partnership
- Exclusive naming recognition in all Dog Jog radio promotions
- Logo placement on participant bags, ensuring visibility beyond event day
- Logo placement on ten (10) CTV Morning Live features leading up to event
- Logo placement on Dog Jog digital signage at Calgary Humane Society leading up to event

Enhanced Visibility & Engagement

- Logo placement on the event landing page and CHS website
- Inclusion in the pre-event YouTube video trailer
- Recognition through on-stage announcements throughout the event
- Social media posts leading up to event
- Optional booth space in the Bark & Browse Market
- Option to include a branded swag item in participant bags (provided by sponsor)
- Access to the "Proud Sponsor of Dog Jog 2026" digital marketing package
- Mention in the post-event thank-you email to participants
- Logo inclusion on sponsor sign at registration
- Event social media recognition
- Group photo opportunity at sponsored event area
- Complimentary team registration for your staff or clients
- Logo placement on event map

SOLED



\$10,000



Raise the Ruff Main Stage Sponsor

As the Main Stage Sponsor for Dog Jog, 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.

Exclusive Main Stage Presence

- Prominent logo placement at the Dog Jog main stage
- Recognition in pre-event emails whenever the event is referenced
- Personalized pre-event collaboration social media posts mentioning your support

Shared Recognition & Engagement

- Three social media posts leading up to event
- Logo placement on the event landing page and CHS website
- Logo inclusion on the event map
- Inclusion in the pre-event YouTube video trailer
- Recognition through on-stage announcements
- Optional booth space in the Bark & Browse Market
- Option to include a branded swag item in participant bags (provided by sponsor)
- Access to the "Proud Sponsor of Dog Jog 2026" digital marketing package
- Feature in the post-event thank-you email
- Logo inclusion on the main sponsor sign at registration
- Post-event social media recognition
- Group volunteer opportunity at sponsored event area
- Complimentary team registration for your staff or clients

SOLED



\$10,000



Fetch the Funds Registration and Fundraising Sponsor

Becoming the Registration and Fundraising Toolkit Sponsor for Dog Jog 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 at 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.

Exclusive Fundraising Visibility

- Prominent logo placement at event registration
- Brand recognition in 7 pre-event emails to registrants, including a co-branded fundraising toolkit
- Personalized pre-event collaboration social media post highlighting fundraising
- Logo placement within the "fundraising how-to-video"

Shared Recognition & Engagement

- Three social media posts leading up to event
- Logo placement on the event landing page and CHS website
- Logo inclusion on the event map
- Inclusion in the pre-event YouTube video trailer
- Verbal recognition through on-stage announcements
- Optional booth space in the Bark & Browse market
- Opportunity to include a branded swag item in participant bags (provided by sponsor)
- Inclusion in the "Producer of Dog Jog 2026" digital marketing package
- Feature in the post-event thank-you email to participants
- Logo inclusion on the sponsor sign at registration
- Post-event social media recognition
- Group volunteer opportunity at sponsored event area
- Complimentary team registration for your staff or clients

SOLED



\$7,500



Wag & Wiggle Race Sponsor

As the Race Sponsor for Dog Jog, 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.

Exclusive Race-Day Visibility

- Prominent logo placement on race flags and course markers along the route
- Recognition in pre-event emails whenever the race is highlighted
- Personalized pre-event social media feature celebrating your support of Dog Jog 2026
- Logo on race bibs for each participant

Shared Recognition & Engagement

- Logo placement on the event landing page and CHS website
- Logo inclusion on the event map
- Verbal recognition through on-stage announcements
- Optional booth space in the Bark & Browse Market to engage directly with participants
- Opportunity to include a branded swag item in participant bags (provided by sponsor)
- Access to the “Proud Sponsor of Dog Jog 2026” digital marketing package
- Feature in the post-event thank-you email to participants
- Logo inclusion on the main sponsor sign at registration
- Post-event social media recognition
- Group volunteer opportunity at sponsored event area
- Complimentary team registration for your staff or clients



\$5,000



Smarty Pups Humane Education Sponsor

Becoming the Humane Education Sponsor for Dog Jog 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.

Exclusive Kids Zone Visibility

- Prominent logo placement within the Smarty Pups Kids Zone
- Recognition in pre-event emails whenever Kids Zone is featured

Shared Recognition & Engagement

- Logo placement on the event landing page and CHS website
- Logo inclusion on the event map
- Optional booth space in the Bark & Browse Market to connect with families and participants
- Opportunity to include a branded swag item in participant bags (provided by sponsor)
- Access to the "Proud Sponsor of Dog Jog 2026" digital marketing package
- Feature in the post-event thank-you email to participants
- Logo inclusion on the main sponsor sign at registration
- Post-event social media recognition
- Group volunteer opportunity at sponsored event area
- Complimentary team registration for your staff or clients

SOLD



\$5,000

Free Barking Parking & Shuttle Bus Sponsor

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 can be featured on the shuttle bus itself, one of the 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.

Exclusive Parking & Shuttle Visibility

- Prominent logo placement in reserved parking areas and on shuttle buses, ensuring visibility to every participant
- Recognition in pre-event communications whenever parking or shuttle services are highlighted

Shared Recognition & Engagement

- Logo placement on the event landing page and CHS website
- Logo inclusion on the event map
- Optional booth space in the Bark & Browse Market to connect with families and participants
- Opportunity to include a branded swag item in participant bags (provided by sponsor)
- Access to the "Proud Sponsor of Dog Jog 2026" digital marketing package
- Inclusion in the post-event thank-you email to participants
- Logo inclusion on the event sign at registration
- Potential social media recognition
- Greater exposure at sponsored event area
- Complimentary team registration for your staff or clients

SOLED



\$5,000

Mighty Paws Volunteer Sponsor

As the Volunteer Sponsor for Dog Jog, 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.

Exclusive Volunteer Program Visibility

- Prominent logo placement at volunteer check-in and name badges worn by 175 volunteers
- Recognition in pre-event communications whenever volunteers are featured
- Recognition in prospecting emails to full CHS volunteer database to over 1,000 volunteers

Shared Recognition & Engagement

- Logo placement on the event landing page and CHS website
- Logo inclusion on the event map
- Optional booth space in the Bark & Browse Market to connect with participants
- Opportunity to include a branded swag item in participant bags (provided by sponsor)
- Access to the “Proud Sponsor of Dog Jog 2026” digital marketing package
- Feature in the post-event thank-you email
- Logo inclusion on the main sponsor sign at registration
- Post-event social media recognition
- Group volunteer opportunity at sponsored event area
- Complimentary team registration for your staff or clients



\$5,000



Zoomies Zone Agility Course Sponsor

As the Agility Course Sponsor for Dog Jog, 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.

Exclusive Agility Course Visibility

- Prominent logo placement at the agility course visible to all participants and spectators
- Recognition in pre-event communications where the course is highlighted
- Personalized photo booth at event area featuring your logo

Shared Recognition & Engagement

- Logo placement on the event landing page and CHS website
- Logo inclusion on the event map
- Optional booth space in the Bark & Browse Market
- Opportunity to include a branded swag item in participant bags (provided by sponsor)
- Access to the "Proud Sponsor of Dog Jog 2026" digital marketing package
- Feature in the post-event thank-you email
- Logo inclusion on the main sponsor sign at registration
- Post-event social media recognition
- Group volunteer opportunity at sponsored event area
- Complimentary team registration

SOLED



\$5,000

Yappy Hour Beer Garden Sponsor

As the Beer Garden Sponsor for Dog Jog, 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, 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.

Exclusive Beer Garden Visibility

- Prominent logo placement in the Beer Garden, as well as beer and drink coaster on tables, where attendees gather and socialize
- Recognition in pre-event communications whenever Yappy Hour is highlighted

Shared Recognition & Engagement

- Logo placement on the event landing page and CHS website
- Logo inclusion on the event map
- Optional booth space in the Bark & Browse Market
- Opportunity to include a branded swag item in participant bags (provided by sponsor)
- Access to the "Proud Sponsor of Dog Jog 2026" digital marketing package
- Logo inclusion in the post-event thank-you email
- Logo inclusion on the main sponsor sign at registration
- Post-event virtual media exhibition
- Post-event volunteer opportunity at sponsored event area
- Complimentary event registration

SOLED



\$5,000



Resting Retriever Doggy Watering Hole & Cooling Station Sponsor

As the Resting Retriever Doggy Watering Holes & Cooling Station Sponsor for Dog Jog, your company will play a vital role in ensuring the safety and comfort of all participating dogs, creating the most popular canine destination on a hot summer day. This sponsorship offers a unique opportunity to showcase your brand while providing essential hydration and cooling stations that keep our four-legged AND two-legged friends within our Market zone 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.

***Newly refreshed for increased visibility.**

Exclusive Cooling Station Visibility

- Double the number of stations from past years
- ***NEW** Prominent logo placement at two human water refill stations within the fair grounds
- Prominent logo placement at dog watering and cooling stations within the fair grounds
- Recognition in pre-event communications whenever cooling stations are highlighted

Shared Recognition & Engagement

- Logo placement on the event landing page and CHS website
- Logo inclusion on the event map
- Optional booth space in the Bark & Browse Market
- Opportunity to include a branded swag item in participant bags (provided by sponsor)
- Access to the "Proud Sponsor of Dog Jog 2026" digital marketing package
- Feature in the post-event thank-you email
- Logo inclusion on the main sponsor sign at registration
- Post-event social media recognition
- Group volunteer opportunity at sponsored event area
- Complimentary team registration



\$5,000



Mutt Models Photo Finish Sponsor

As the Photo Booth Sponsor for Dog Jog, 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.

Exclusive Photo Finish Visibility

- Prominent logo placement at the finish line on all customized photo strips, printed and digital photos a high-traffic and social media moment for participants
- Recognition in pre-event communications whenever the photo finish is mentioned

Shared Recognition & Engagement

- Logo placement on the event landing page and CHS website
- Logo inclusion on the event map
- Optional booth space in the Bark & Browse Market
- Opportunity to include a branded swag item in participant bags (provided by sponsor)
- Access to the "Proud Sponsor of Dog Jog 2026" digital marketing package
- Feature in the post-event thank-you email
- Logo inclusion on the main sponsor sign at registration
- Post-event social media recognition
- Group volunteer opportunity at sponsored event area
- Complimentary team registration

SOLED



\$5,000

Scent Hounds Scavenger Hunt Sponsor

Support one of Dog Jog's most fun and engaging activities for kids and families! Your logo will be prominently featured on the scavenger hunt map, notebook, and signage placed throughout the field, with recognition in pre-event promotions whenever the photo finish is highlighted. Sponsors receive strong on-site visibility, on-stage mentions, optional booth space in the Bark & Browse Market, and the opportunity to include branded swag in participant bags. Includes digital marketing assets, post-event recognition, a group volunteer opportunity with Calgary Humane Society, and complimentary team registration.

Exclusive Scavenger Hunt Visibility

- Prominent logo placement on scavenger hunt activity sheet
- Logo on customized Protection and Investigation Notebooks for participants to take home
- Prominent logo placement on Scavenger Hunt signage
- Recognition in pre-event communications whenever the photo finish is featured

Shared Recognition & Engagement

- Logo placement on the event landing page and CHS website
- Logo inclusion on the event map
- Optional booth space in the Bark & Browse Market
- Opportunity to include a branded swag item in participant bags (provided by sponsor)
- Access to the "Proud Sponsor of Dog Jog 2026" digital marketing package
- Feature in the post-event thank-you email
- Logo inclusion on the main sponsor sign at registration
- Post-event social media recognition
- Group volunteer opportunity at sponsored event area
- Complimentary team registration



\$2,500

Healing Hounds Pet First Aid Sponsor

As the Pet First Aid Sponsor for Dog Jog, 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.

Exclusive First Aid Visibility

- Prominent logo placement at the Pet First Aid area, a vital resource for participants and their furry friends
- Recognition in pre-event communications whenever the Pet First Aid area is highlighted

Shared Recognition & Engagement

- Logo placement on the event landing page and CHS website
- Logo inclusion on the event map
- Optional booth space in the Bark & Browse Market to engage with attendees
- Opportunity to include a branded swag item in participant bags (provided by sponsor)
- Access to the “Proud Sponsor of Dog Jog 2026” digital marketing package
- Logo inclusion on the main sponsor sign at registration
- Post-event social media recognition
- Group volunteer opportunity at sponsored event area
- Complimentary team registration for your staff or clients



\$2,500



Homeward Bound Adoption Advocate Sponsor

As an Adoption Advocate Sponsor for Dog Jog, 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.

Exclusive Adoption Area Visibility

- Prominent logo placement at the Homeward Bound adoption area, connecting your brand with the joy of pets finding forever homes
- Recognition in pre-event communications whenever the adoption area is featured

Shared Recognition & Engagement

- Logo placement on the event landing page and CHS website
- Logo inclusion on the event map
- Optional booth space in the Bark & Browse Market to engage directly with attendees
- Opportunity to include a branded swag item in participant bags (provided by sponsor)
- Access to the "Proud Sponsor of Dog Jog 2026" digital marketing package
- Logo inclusion on the main sponsor sign at registration
- Post-event social media recognition
- Group volunteer opportunity at sponsored event area
- Complimentary team registration for your staff or clients

SOLED



\$1,200

Bark & Browse Market Sponsor

Multiple Opportunities Available

As the Bark & Browse Market Sponsor for Dog Jog, your company will enjoy prime visibility in the bustling market area, providing a unique opportunity to engage with over 1000+ 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.

Exclusive Market Activation

- Brand activation within the Bark & Browse Market, engaging directly with attendees and their furry companions
- Opportunity to customize activation and give away swag items from your booth location

Shared Recognition & Engagement

- Logo placement on the event landing page and CHS website
- Logo inclusion on the main sponsor sign at registration
- Access to the “Proud Sponsor of Dog Jog 2026” digital marketing package
- Group volunteer opportunity at sponsored event area
- Complimentary team registration for your staff or clients



\$500

Prize Basket Sponsor

Multiple Opportunities Available

Support Dog Jog participants by sponsoring one of our exciting prize baskets! Prize Basket Sponsors receive logo placement on prize signage and recognition on the event landing page and Calgary Humane Society website. You'll also gain access to the "Proud Sponsor of Dog Jog 2026" digital marketing package, plus a complimentary team registration for your staff or clients.

Exclusive Prize Recognition

- Logo placement on prize signage, showcasing your support for Dog Jog participants

Shared Recognition & Engagement

- Logo placement on the event landing page and CHS website
- Access to the "Proud Sponsor of Dog Jog 2026" digital marketing package
- Complimentary team registration for your staff or clients



Gift-In-Kind

Pup Pit Stop Water Partners

Multiple Opportunities Available

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 is an opportunity to engage your team in hands-on philanthropy and volunteering by providing essential setup and water supplies for both human and furry racers, ensuring their comfort and hydration along the race route. 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.

Gift In Kind Obligations

- Provide shade and hydration stations along the course for dogs and participants, ensuring a safe and enjoyable experience for all
- Make it your own by bringing music, misters, bubbles, or other energy-boosting activities to keep our racers moving!

Exclusive Hydration Visibility

- Logo placement at Pit Stop water stations along the route, ensuring visibility to every participant and their furry friends
- Logo inclusion on the event walk-route map

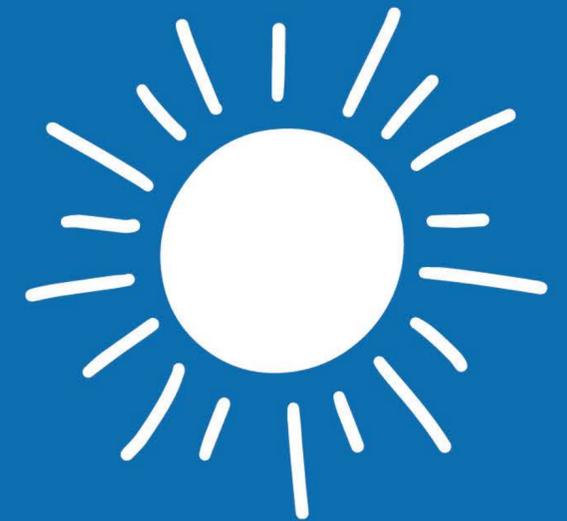
Shared Recognition & Engagement

- Access to the “Proud Sponsor of Dog Jog 2026” digital marketing package
- Group Volunteer Opportunity at sponsored event area
- Complimentary team registration for your staff or clients





25th Anniversary



DOG JAG

Show your support to help end animal cruelty

For more information or to reserve your sponsorship, please contact:

Kaleigh Goehringer, CFRE
Director of Philanthropy
kaleigh.goehringer@calgaryhumane.ca
403.723.6002

Rob Aronson
Senior Development Officer
rob.aronson@calgaryhumane.ca
403.723.6001