

**ATLANTA  
DOG FESTIVAL & PARTY  
SUNDAY, MARCH 15, 2020**  
**Piedmont Park**

**2020  
SPONSORSHIP  
DECK**



**ReScue DOGGames**

**Festival Celebrating Rescue Dogs & Their Forever Families**

**WWW.RESCUEDOGGAMES.COM**

# RescueDOGGames

Rescue Dog Games purpose is to shine a light on the importance of pet adoption and to also encourage people to get outside and PLAY with their dogs. The festival and campaign gives a unified stronger voice to Atlanta dogs and organizations about the importance of pet adoption. The festival is a marketing platform for exposure and PR for our Atlanta area pet rescue/organization partners and sponsors.



Place your business among the heart of Atlanta dog lovers. Your festival involvement will bring you up close and personal to play with future clients & their dogs. Rescue Dog Games offers you the optimal environment for creating and fostering valuable connections with our attendees that may take form of relevant business exchanges and forever customers.

## SUNDAY, MARCH 15, 2020

FESTIVAL DATE



## ATTENDANCE & GROWTH

**2020 ESTIMATED ATTENDANCE: 10,000+**

**2019 ESTIMATED ATTENDANCE: 8,000**

**GREW FROM 5,000 IN 2018**

## GOALS & OBJECTIVES

01

Expand your business!

03

Interact and build relationships with your target market!

02

increase your marketing presence!

04

Support pet adoption in Atlanta and our Pet Rescue Partners!

## PAST SPONSORS

- 94.9 The Bull
- Ascent Midtown
- Atlanta Pet Life
- Briarcliff Animal Clinic
- C4 Belts
- Dog Days
- Hollywood Feed
- Invisible Fence
- Kroger
- Mutt Buts
- Park Tavern
- Pet Supermarket
- Piedmont Park Conservancy
- Starbucks

# 2020 SPONSORSHIP MARKETING LEVELS & BENEFITS

DOG LOVIN' TITLE SPONSOR  
GAME STATION SPONSOR (SEE PAGE 5 FOR MORE DETAILS)  
DOG SPOT SPONSOR (SEE PAGE 5 FOR MORE DETAILS)  
BEST FRIEND SPONSOR  
VENDOR/EXHIBITOR

TAKE ADVANTAGE OF THE RESCUE DOG GAMES  
MARKETING PARTNERSHIP DISCOUNTS FOR EACH LEVEL

To get involved contact Rescue Dog Games:  
[RescueDogGames@gmail.com](mailto:RescueDogGames@gmail.com)  
770.312.9722  
[www.RescueDogGames.com](http://www.RescueDogGames.com)

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## MARKETING PARTNERSHIP

Take advantage of this discount on any sponsorship level, by registering as a marketing partner. Receive the discount indicated on each level, with the agreement to do the following co-promotional tasks—which will benefit all involved:

Share the Rescue Dog Games FB event

- LIKE the Rescue Dog Games FB page
- Follow the Rescue Dog Games Twitter and Instagram
- Post 2 times a month from time you register on your social media platform. We can design customized posts for you, with your logo on it showing that you will be a part of the Rescue Dog Games 2020
- Send out e-blast / invitation to your customer base inviting them to Rescue Dog Games
- Add Rescue Dog Games to your website/calendar

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## DOG LOVIN' TITLE SPONSOR

- Logo placement on 500 Official Rescue Dog Games' dog bandanas (walking dog billboards!)
- Logo and name branding on all media, printed and digital marketing materials
- Premium placement of logo on our Website Home Page & Sponsor Page
- Customized hyperlinked page on our Website designed for your company with your logo and company information
- Invitation to have a dog/human photo prop display which you design and construct with your logo and hashtag along with the RDG logo/hashtag to be featured in the festival. (If constructed prior to festival--we can possibly tie into other pop up events)
- Stage presence: Company representative invited to welcome guests on behalf of your company from the stage
- Invitation to have scratch off cards customized with your company logo, directing guests to your booth from registration to receive a special RDG company coupon or give away—bringing you the audience.
- Invitation to partner with one of our RDG Pet Partner organizations. We will create a favorable promotion with your company to encourage Atlantans to adopt from that organization
- Premium placement of logo on email marketing sent to Atlanta dog lovers & Atlanta businesses throughout the year
- Premium placement of logo on our Social Media posts and social media shares of your company posts
- Ad placement on large screen TVs inside and throughout the Park Tavern during the festival
- Stage presence: Company representative invited to be a judge in some of the festival dog/human competitions
- Premium placement of 10 x 10 square foot marketing booth amongst the festival vendors
- Additional Premium presentation booth placement inside the Park Tavern festival area
- Logo on festival banners/signage

**\$6,000 w/ marketing partnership agreement\* (OR \$6,500 option)**

[WWW.RESCUEDOGGAMES.COM](http://WWW.RESCUEDOGGAMES.COM)

## GAME STATION SPONSOR

A unique opportunity to interact with future customers while playing with dogs and their humans at your Named Game Station. The Dog & Human Game Stations are the heart of the festival, so your exposure is optimized here. Let's work together to create a game station that highlights your company. GAME STATIONS IDEAS:

The (Your Company Name) (create a unique dog & human game that will highlight your company and industry—we will work together to make it happen!)

The (Your Company Name) Dressed for the Party Game Station!!

The (Your Company Name) The Kissing Booth Game Station

- Logo and name branding on digital marketing materials in conjunction with your Named
- Game Game Station on website and Social Media outlets
- Hyperlinked Logo & name branding on Rescue Dog Games website game page and sponsor page
- Invitation to have scratch off cards customized with your company logo, directing guests to your booth from registration for your booth for your company coupon or give away (1/2 the number of cards as the title sponsor)
- Invitation to partner with one of our RDG Pet Partner organizations (pet rescues) and we will create a favorable promotion with your company to encourage Atlantans to adopt from that organization
- Company logo placement on large screen TVs inside and throughout the Park Tavern festival area running throughout the festival promoting your onsite game station
- Logo on email marketing sent to Atlanta dog lovers and Atlanta businesses throughout the year amount of inclusions changes per level)
- Logo on our Social Media posts and social media shares of your company posts (amount of posts changes per level)
- Onsite signage at your Named Game Station
- 10 x 10 square foot activation footprint amongst the festival vendors
- Additional Premium Game Station presence
- Stage presence: Company representative invited to be a judge in some of the festival dog/human competitions

**\$4,000 w/ marketing partnership agreement\* (OR \$4,500 option)**

## DOG SPOT SPONSOR

Receive branding and recognition at one of our popular festival dog spots. Each festival area (dog spot) will feature your company name in the title of that area. Let's work together to create a station that highlights your company. A festival area: The \_\_\_\_\_ doggie treat buffet or an activity on the schedule: The \_\_\_\_\_ Dog/Human Dance Contest. DOG SPOT IDEAS: The doggie water bowls sponsor, , Silly Dog-Human Trick contest, The St. Paw-trick's Day costume contest, Dog, Human Photo Booth, The Adoptable dog fashion show, The agility course, The Cuteness Corner...

- Logo and name branding on digital marketing
- materials in conjunction with your Named Dog Spot (one of the above) on website and Social Media outlets
- Company logo placement on large screen TVs inside and throughout the Park Tavern festival area running throughout the festival promoting your onsite Dog Spot
- Onsite signage at your Named Dog Spot Inclusion of company name on email marketing
- 10 x 10 square foot activation footprint amongst the festival vendors
- Additional Dog Spot presence

**\$3,000 w/ marketing partnership agreement\* (OR \$3,500 option)**

## BEST FRIEND SPONSOR

Meet and greet with your future customers at your onsite promotional exhibit with the extra value of hyperlinked logo

- 10 x 10 square foot activation footprint amongst the festival vendors
- Logo and name branding on the Rescue Dog Games vendor page
- Inclusion of company name on email marketing
- Display your company banner at your exhibit booth

**\$1,000 w/ marketing partnership\* (OR \$1,500 option)**

## EXHIBITOR/ VENDOR

Meet and greet with your future customers at your onsite promotional exhibit

- 10 x 10 square foot activation footprint amongst the festival vendors
- Company name listed on Rescue Dog Games site
- Display your company banner at your exhibit booth

**\$450 w/ marketing partnership agreement\* (OR \$600 option)**

 Festival Celebrating Rescue Dogs & Their Forever Families	Dog Lovin' Title Sponsor	Game Station Sponsor	Dog Spot Sponsor	Best Friend Sponsor	Exhibitor/ Vendor
<b>RDG--Sunday, March 15, 2020 @ Piedmont Park Celebrate St. Paw-trick's Day with your dog!</b>	\$6000*	\$4000*	\$3000*	\$1000*	\$450*
	*With Marketing Partnership Agreement/ Limited number of sponsorship/vendor spaces available				
Logo placement on 500 Official RDG dog bandanas (walking dog billboard around ATL all year!	X				
Logo and name branding on all media, printed and digital marketing materials	X				
Premium placement of logo on our Website Home Page & Sponsor Page	X				
Customized hyperlinked page on our Website designed for your company with your logo and company information	X				
Invitation to have a dog/human photo prop opportunity which you design and construct with your logo and hashtag along with the RDG logo/hashtag which will be featured in the festival grounds (If constructed prior to festival--we can possibly tie into other pop up events)	X				
Stage presence: Company representative invited to welcome guests on behalf of your company from the stage	X				
Invitation to have scratch off cards customized with your company logo, directing guests to your booth from registration to receive a special RDG company coupon or give away--bringing you the audience. (amount of cards changes per level)	X	X			
Invitation to partner with one of our RDG Pet Partner organizations (pet rescues) and we will create a favorable promotion with your company to encourage Atlantans to adopt from that organization	X	X			
Named Game Station: Your company name tied in with the name of the featured festival game station. We will set it all up--you get to interact with the participants who are playing! Name used for all marketing around game station including signage onsite (See game station ideas*)		X			
Dog Spot: Named Featured Festival Station/Event--Your company name tied in with the name of the featured festival station/event. We can agree on your station/event-you get to interact with the participants. Name used in all marketing around this feature including onsite signage (See dog spot ideas*)			X		
Logo on email marketing sent to Atlanta dog lovers and Atlanta businesses throughout the year amount of inclusions changes per level)	X	X	X		
Logo on our Social Media posts and social media shares of your company posts (amount of posts changes per level)	X	X	X		
Logo on website Sponsor Page	X	X	X		
Ad placement on large screen TVs inside and throughout the Park Tavern during the festival	X	X	X		
Stage presence: Company representative invited to be a judge in some of the festival dog/human competitions	X	X	X		
Premium placement of 10 x 10 square foot marketing booth amongst the festival vendors	X	X	X		
Additional Premium presentation booth placement inside the Park Tavern festival area	X	X	X		
Logo on festival banners/signage	X	X	X		
Company logo displayed on RDG Vendor Listing Page	X	X	X	X	
Company name listed on a RDG email marketing piece (frequency varies by level)	X	X	X	X	
Company name listed on RDG website and on Vendor listing	X	X	X	X	X
Display your company banner at your exhibit booth	X	X	X	X	X
10 x 10 square foot marketing booth in vendor area	X	X	X	X	X

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 **BECOME A SPONSOR/VENDOR**

**CLICK HERE:  
To Apply to Become a  
2020 Sponsor/Vendor**



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**2020**

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**RESCUEDOGGAMES@GMAIL.COM**

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