



BARK IN THE PARK

A SPOOKTACULAR EVENT FOR THE ANIMALS



Presenting Sponsor

Dear Animal Lover,

For 137 years, Humane Society, Tennessee Valley has been an advocate for abandoned animals across our region. As the first animal shelter in the state of Tennessee, we have been able to better the lives of animals and the people who love them because of the generous support from caring animal lovers like you. Working tirelessly to help in the communities we serve, our mission and vision has evolved over the years but never waived from our commitment to saving lives. We envision a future in which all animals are treated humanely, with compassion and respect.

I am asking for your support of our signature event by becoming a sponsor for our 37th annual Bark in the Park-A Spooktacular Event for the Animals. Your sponsorship shows our community you are committed to helping abandoned pets across East Tennessee and beyond with medical care, spay/neuter, and a safe place to rest their head until their forever family chooses adoption. This year, our event will raise funds for medical care of our shelter animals and our PetHelp Program. This program strives to Keep Pets and People Together through our Wellness Clinic offering support for families who find themselves struggling to keep their pet in their home and out of area shelters.

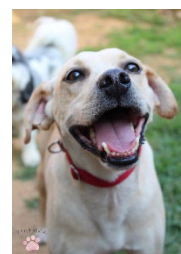
Included with this letter is a sponsorship packet. It contains all the information on sponsorship levels and benefits of each sponsorship. Please review this information and decide which sponsorship level is right for you. If you have any questions or would like to discuss a customized sponsorship opportunity, please reach out to me 865-573-9675 or cparas@humanesocietytennessee.org.

With our Halloween theme this year, we anticipate larger crowds than ever as we gather, in person for the first time since 2019, at World's Fair Park on October 16, 2022 from 1PM-5PM. Humane Society, Tennessee Valley is so appreciative of the support you can provide. It is because of generous support, from animal lovers like you, that our organization can improve the lives of pets and their people in the communities we serve.

For the Animals,

Constance Paras, CAWA

Constance Paras, CAWA
Executive Director
865-573-9675/cparas@humanesocietytennessee.org



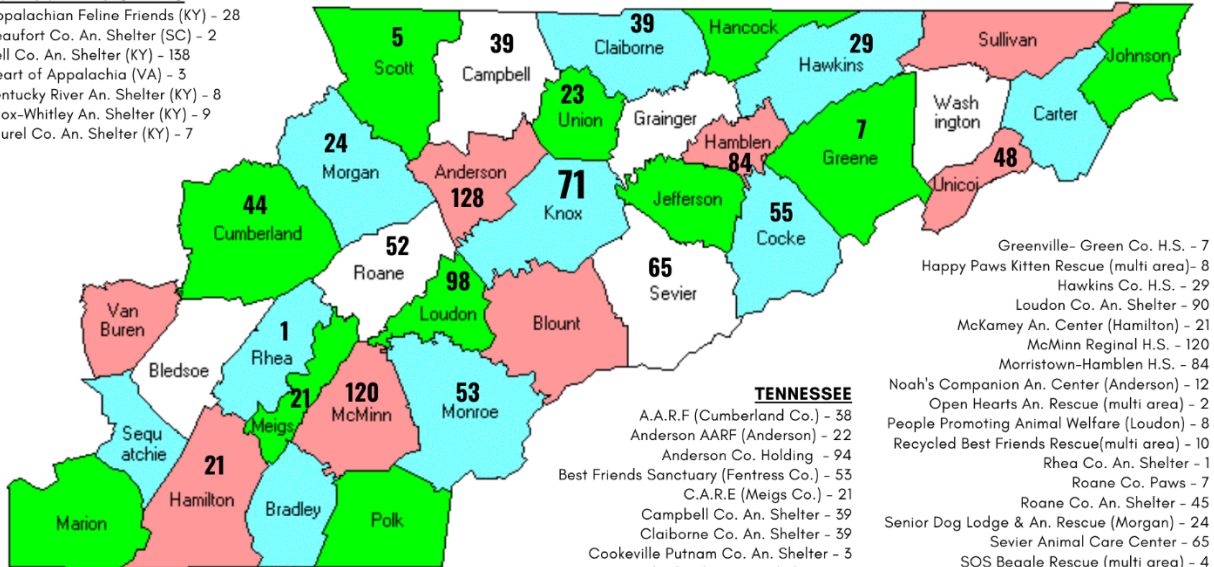


Our Impact in the Communities We Serve

2019-2020

SURROUNDING STATES

Appalachian Feline Friends (KY) - 28
Beaufort Co. An. Shelter (SC) - 2
Bell Co. An. Shelter (KY) - 138
Heart of Appalachia (VA) - 3
Kentucky River An. Shelter (KY) - 8
Knox-Whitley An. Shelter (KY) - 9
Laurel Co. An. Shelter (KY) - 7



TENNESSEE

A.A.R.F. (Cumberland Co.) - 38
Anderson AARF (Anderson) - 22
Anderson Co. Holding - 94
Best Friends Sanctuary (Fentress Co.) - 53
C.A.R.E. (Meigs Co.) - 21
Campbell Co. An. Shelter - 39
Claiborne Co. An. Shelter - 39
Cookeville Putnam Co. An. Shelter - 3
Cumberland Co. An. Shelter - 44
For the Love of Paws (Scott Co.) - 5
Friends An. Shelter (Coke Co.) - 55

Greenville- Green Co. H.S. - 7
Happy Paws Kitten Rescue (multi area) - 8
Hawkins Co. H.S. - 29
Loudon Co. An. Shelter - 90
McKamey An. Center (Hamilton) - 21
McMinn Regional H.S. - 120
Morristown-Hamblen H.S. - 84
Noah's Companion An. Center (Anderson) - 12
Open Hearts An. Rescue (multi area) - 2
People Promoting Animal Welfare (Loudon) - 8
Recycled Best Friends Rescue(multi area) - 10
Rhea Co. An. Shelter - 1
Roane Co. Paws - 7
Roane Co. An. Shelter - 45
Senior Dog Lodge & An. Rescue (Morgan) - 24
Sevier Animal Care Center - 65
SOS Beagle Rescue (multi area) - 4
Unicoi Co. An. Shelter - 48
Union Co. H.X. - 23
US Marshalls - 1
Young Williams An. Center (Knox) - 71

Humane Society, Tennessee Valley partners with over 50 shelters and rescues in East Tennessee and beyond to transfer at risk animals to our shelter. Our lifesaving programs include Adoption, Foster, Volunteer, Outreach, Traveling Tails Transport, PetHelp-Keeping Pets and People Together with our Wellness Clinic & Pet Food Pantry and Collaboration impacting 4000 human and animal lives in the past year. Our Outreach Program includes our Reading Team for adults & children, Paws to Visit bringing pets to area assisted living facilities for our community seniors, and Be Their Voice tabling events to continue to be the voice of the abandoned animals and share our mission and vision with the community. Our team works tirelessly to ensure every animal that comes through our doors gets the chance to have a better life.

Our Vision

We envision a future in which all animals are treated humanely, with compassion and respect.

Our Mission

Humane Society, Tennessee Valley is dedicated to providing lifesaving programs and resources to enrich the lives people and their companion animals in the communities we serve.



Why Sponsor Bark in the Park

A Spooktacular Event for the Animals

Your support will provide funding to save the lives of abused, neglected and abandoned animals in our region and provide additional medical care with special or emergent medical needs. Your support will impact our ability to educate the communities we serve and provide programs and services to families of the underserved to keep animals in their homes and out of area shelters.

- Non-profit event marketing is an excellent way to reach your customers. The exposure that comes with sponsoring can provide your company with a hands-on, entertaining, memorable experience.
- Enhance your image-Consumers are more likely to view your brand positively when associated with a well-respected charity. Humane Society, Tennessee Valley was founded in 1885 and the first animal shelter in the State of Tennessee.
- Get Noticed-Sponsoring this event allows you to extend your reach to families, individuals, and businesses across the region. Did you know that 70% of households have a family pet?
- Differentiate-Set yourself above your competitors and build employee and company morale by contributing to an important cause.
- Grow Your Animal Welfare Side-Homeless animals deserve a loving home; work with us to provide them a better future.

Become a Sponsor Today!





Bark in the Park – Sponsorship Opportunities

A Spooktacular Event for the Animals

Leader of the Pack - \$20,000-Reserved

Top Dog Fang Club - \$10,000

Ghoulish Mutts - \$5000

Pick of the Litter Patch - \$2500

Bone to Be Wild - \$1000

Hobgoblin Hounds - \$500

Eat, Drink & Be Scary Food Trucks - Full

No Tricks, Just Treats Vendors - \$50



Leader of the Pack – Presenting Sponsor \$20,000

Thank you Pilot Company!

- Joint messaging announcing partnership including WATE news spots, press release, website, social media channels (80K+ followers)
- Mentioned in all press releases related to the event
- Logo on all marketing materials including digital and print as presenting sponsor
- Presenting sponsor logo on event t-shirt
- Spotlight sponsor on all event eblasts (15K recipients)
- Logo with Hyperlink on main page for one year and event page as presenting sponsor
- Recognized as Leader of the Pack presenting sponsor from the stage at event.
- Name and logo prominently displayed on all signage at event
- Name and logo proudly displayed at our Adoption Center in Knoxville for one year
- Three VIP parking passes for the day of the event
- 10x10 Booth Space

Top Dog Fang Club

\$10,000

- Joint messaging announcing partnership on WATE news spot highlight, website, and social media (80K followers)
- Logo on most marketing materials including digital and print
- Spotlight sponsor on eblast for event (15K recipients)
- Logo with Hyperlink on main page for one year and event page as a Top Dog Fang Club sponsor
- Name and logo on sponsor signage at event
- Two VIP parking passes for the day of the event
- Name and Logo included on all participating shelters and rescues booths as sponsor
- 10x10 Booth Space



Bark in the Park – Sponsor Opportunities

A Spooktacular Event for the Animals

Ghoulish Mutts

\$5,000

- Joint messaging announcing partnership including WATE news spot highlight, website and social media (80K followers)
- Logo on most marketing materials including digital and print
- Spotlight sponsor on eblast for event (15K recipients)
- Logo with Hyperlink on main page for six months and event page as a Ghoulish Mutts sponsor
- Name and logo on sponsor signage at event
- 1 VIP parking pass for the day of the event
- Name and Logo on signage for the Boo Garden
- 10x10 Booth Space

Pick of the Litter Patch

\$2,500

- Recognition on all social media channels (80K followers) and spotlight eblast (15K recipients)
- Logo on most digital marketing for the event
- Logo with Hyperlink on main page for three months and event page as Pick of the Litter Patch
- Logo on eblast (\$15K recipients) for event thanking sponsors
- Name and logo on sponsor signage at event
- Name and Logo on signage for Mr. & Mrs. Bark
- 10x10 Booth Space

Bone to Be Wild

\$1,000

- Recognition on all social media channels (80K followers) and spotlight eblast (15K recipients)
- Logo on one digital marketing piece for the event
- Logo with Hyperlink on main page for two months and event page as Bone to Be Wild sponsor
- Logo on eblast (\$15K recipients) for event thanking sponsors
- Name and logo on sponsor signage at event
- Logo included on signage for one Halloween Contest at event

Hobgoblin Hounds

\$500

- Recognition on all social media channels (80K followers) and spotlight eblast (15K recipients)
- Logo with Hyperlink on event page as Hobgoblin Hounds sponsor
- Logo on eblast (\$15K recipients) for event thanking sponsors
- Logo on sponsor signage at event



Bark in the Park – Sponsor Opportunities

A Spooktacular Event for the Animals

Eat, Drink & Be Scary Food Trucks

We are FULL-No more reservations taken!

- Recognition on all social media channels (80K followers)
- One mention on WATE segment highlighting Pet of the Week
- Logo on event page as a supporter and participating Food Truck
- Logo on eblast (\$15K recipients) for event thank you
- Name and Logo on one sign at event

No Tricks, Just Treats Vendors

\$50

- Recognition on Facebook as participating vendor
- Logo on event page as participating vendor
- Logo on eblast (\$15K recipients) for event thank you
- Name and Logo on one sign at event
- 10x10 Booth Space only (bring your own tent/chairs)

Thank you for your interest and support! Participation Terms and Conditions can be found on our event page HumaneSocietyTennessee.org/Events For more information please contact the Event Committee at Bark2022@humanesocietytennessee.org.





Bark in the Park – Yes! We Want to Support You!

A Spooktacular Event for the Animals

World's Fair Park-Knoxville, TN 1PM-5PM



Presenting Sponsor

Sponsor/Vendor Name: _____

Address: _____

City: _____ ST: _____ ZIP: _____

Email: _____ @ _____

Contact Name: _____ Position: _____

Phone: _____

Website: _____

Instagram: _____ FaceBook: _____

*Name for Digital & Print Marketing: _____

*Company Logo must be in .jpeg format to be included in digital/print materials.

Sponsor Level of Choice:

____ Leader of the Pack /Presenting Sponsor - \$20,000 (Reserved-Thank you Pilot Company)

____ Top Dog Fang Club - \$10,000

____ Ghoulish Mutts - \$5000

____ Pick of the Litter Patch - \$2500

____ Bone to Be Wild - \$1000

____ Hobgoblin Hounds - \$500

Vendors-Please contact our Event Committee Bark2022@humanesocietytennessee.org to register and receive details on participation.

Eat, Drink & Be Scary Food Trucks - FULL

No Tricks, Just Treats Vendors - \$50

Payment Method:

____ Check Made Payable to: Humane Society, Tennessee Valley

____ Pay Online via HumaneSocietyTennessee.org/donate. Choose BIP Sponsor/Vendor in the drop down menu for the event with the corresponding dollar amount.

____ Please charge my (circle one) VISA MASTERCARD DISCOVER

Card No: _____ Exp: _____ CSC: _____ Billing Zip: _____

To receive full benefits of your package, sponsor payments must be received by September 5th, 2022.

Please contact the Event Committee Bark2022@HumaneSocietyTennessee.org with questions.