

WOOFSTOCK 2017 SPONSORSHIP

Saturday, October 7, 2017 • 9:30 am - 3:00 pm • Sedgwick County Park



The finest furry festival for dogs and their people has become the Midwest's largest event of its kind. Woofstock is the Kansas Humane Society's largest fundraising event. Proceeds from Woofstock go directly to help provide care, compassion and a second chance for over 15,000 pets in our community each year. Woofstock sponsorship opportunities are designed to provide your business with great visibility to over 100,000 people through a variety of event promotions, products, signage and more. You will receive a tax deduction while getting your name in front of thousands of consumers with predisposed loyalty to businesses supporting the Kansas Humane Society.



SPONSORSHIP BENEFITS

	PRESENTING SPONSOR	\$10,000	\$7,500	\$5,000	\$2,500	\$1,000	\$500
*Exclusive Naming Opportunity (limited # available)	event						
Admission tickets to Woofstock	150	100	50	50	25	10	5
VIP Parking Passes	75	50	25	25	15	10	5
Official Event T-Shirts	75	50	25	25	15	10	5
Event Guides (53,000)	logo	logo	logo	logo	logo	text	text
Event Mailer - Brochure/Postcard (30,000)	logo	logo	logo	logo	logo	text	text
Thank You Banner on Stage	logo	logo	logo	logo	logo	text	text
Official Event T-Shirt (2,000+)	logo	logo	logo	logo	logo	text	
KHS Companions Newsletter (6,700)							
Vendor Space at Event (10'x10')							
Commemorative Woofstock Souvenir plaque							
Company Logo & link on WS website (35k hits monthly)							
Company Banner on Stage							
Company Logo on KHS website (8M hits monthly)							
Company Logo displayed on KHS LED sign (60k drivers daily)							
Press Release(s) Recognition							
Company logo on Woofstock Billboard(s)							
Company Logo on Woofstock Poster (500)							
Recognition to over 28,000 fans on Facebook							

*Event naming opportunity (\$7,500 or more) may choose one of the following: Auction (Silent & Online), Paws & Play, Ruff Races, North Entrance, South Entrance, Volunteer Check-In, Woofstock Walk

EVENT PROMOTIONS

KHS's Online Reach

30k likes

5.4k followers

16.3k subscribers

ONLINE IMPRESSIONS

KHS Website, Social Media, Email Campaigns, and various other Online for 3 months

735,000

SPONSOR IMPRESSIONS

Brochure Distribution Locations, Event Posters, Event Sponsors for 2 months

600,000



Questions? Contact Stephanie Hislop at: shislop@kshumane.org or (316) 220-8707.

SAVE RATE

87%

OVER

10
thousand

LIVES SAVED IN 2016

80
thousand

VOLUNTEER HOURS
DONATED EACH YEAR

AN ANIMAL
FINDS A
NEW
FOREVER
HOME EVERY

17
minutes

ABOUT KHS

Since 1888, the Kansas Humane Society has been committed to helping the lost, abandoned and homeless animals in our community. We have helped hundreds of thousands of Wichita's pets by providing them care, comfort, hope, and most importantly, a second chance at a new life.

No longer just an animal shelter, the Kansas Humane Society is a community resource for pets and people, offering an array of services to promote the human/animal bond, including pet adoption, dog training, behavior consultation, pet supplies, grooming, spay/neuter services for the pets of low income families, youth education and community outreach, as well as pet cremation and end of life services for beloved pets.

The Kansas Humane Society is a non-profit 501(c)(3) organization and receives no federal, state or local tax dollars, no support from the Humane Society of the United States, is not a United Way agency and depends entirely on private donations and fees for service.



OUR MISSION

The Kansas Humane Society is a community resource for pets and people, dedicated to enhancing the welfare of all companion animals.

OUR VISION

To create a humane community for all companion animals.

YOUR IMPACT

Your sponsorship of Woolstock helps save the lives of companion animals and helps KHS be a community resource for people & their pets.