

SARNIA & DISTRICT HUMANE SOCIETY

DOG FESTIVAL



**HOMES
FOR DOGS
PROJECT**



AUGUST 20TH 2022

For all updates visit
www.cbhomesfordogs.ca



2022 SPONSORSHIP PACKAGE

2021 RESULTS

In 2021, we were able to reach over 100,000 people through social media, website traffic & radio coverage. Despite running into issues for our physical event, we were able to over achieve our goals!

- \$85,000 in funding from corporate sponsors, adoption fees and donations
- 150 dogs adopted virtually
- 15 Local Sponsors
- Complete Virtual Event with custom website & online applications

2022 GOALS

Our goal is to continue to raise community awareness for the Humane Society, its partners and the Coldwell Banker Homes for Dogs Project. The Sarnia Humane Society is trying to expand their shelter. Our efforts will help fund their expansion.

- \$40,000+ raised by corporate/business sponsors
- Virtual promotion on website, exclusive social media groups & radio
- Dog Festival - In Person Event
- Partner with Fox & Hound Canine Retreat as a host.



2022 SPONSORSHIP PACKAGE

2019 RESULTS

For our inaugural Homes for Dogs event, we reached over 50,000 people through social and traditional media impressions!

- \$6,264.00 raised
- 32 dogs adopted
- Media coverage from 99.9 FoxFM, K106.3 & CHOK radio stations
- 18 Local sponsors

2020 RESULTS

We pushed through our event despite COVID-19 and were able to reach over 70,000 people through social media, website traffic & radio coverage!

- \$28,000 in funding from corporate sponsors, adoption fees and donations
- 20-30 dogs available, ALL dogs adopted
- 10 Local Sponsors
- Complete Virtual Event with custom website & online applications



ABOUT CB HOME FOR DOGS PROJECT

Between six and eight million dogs and cats enter shelters each year. Plus, almost three million healthy shelter pets are not adopted annually, and only about 30% of pets in homes come from shelters or rescues. These sobering facts are what served as the inspiration for the Coldwell Banker Homes for Dogs Project. For more than 110 years, Coldwell Banker has helped people find homes, and now our mission extends to our furry friends. By partnering with Adopt-a-Pet.com, North America's largest non-profit pet adoption website, the Coldwell Banker network has helped to find more than 40,000 dogs their forever homes.



ABOUT FOX & HOUND CANINE RETREAT

The Fox & Hound Canine Retreat is an elite retreat, exclusive to the social dog. Providing daytime and overnight accommodations, a full service grooming salon, specialty dog foods and treats, and assortment of training programs. We are passionate to assist in anything "dog".

The F&H operates differently than other boarding facilities. We are open concept. The dogs are free to roam, explore, relax, sleep, play in our playgroups, and participate in daily activities with other dogs; therefore, it is mandatory your dog is social.

The Fox & Hound Canine Retreat is located between Sarnia and Bright's Grove situated on 50-acres of farmland. All this space provides our guests with an indoor play area of 3,000 ft², and a three-acre outdoor play area.

For this years Dog Festival, the Fox & Hound Canine Retreat has donated their facility as our venue, putting a great amount of work into making it the most paw-fect day!

ABOUT SARNIA HUMANE SOCIETY

The Sarnia & District Humane Society is dedicated to protecting and enhancing the quality of life for all animals and to prevent animal cruelty and suffering. They are a non-profit, charitable organization dedicated to finding new forever homes & caring for lost, lonely & forgotten animals of Sarnia Lambton. SDHS works with other shelters & rescues across the Canada & the US, including Kentucky, Mississippi, Michigan & Ohio

\$10,000 | One Spot Exclusive Opportunity

EXCLUSIVE:

- Named as Presenting Sponsor with corporate name/logo on all marketing and advertising.
- Other options open to Presenting Sponsor
- Featured as Presenting Sponsor on all marketing and advertising.

PRE-EVENT:

- Logo/Link on CB Southwest Homes for Dogs Project event page
- Logo/Link on CB Southwest Homes for Dogs Project website
- All print material with corporate name/logo as the Presenting Sponsor.

EVENT:

- Prime location for Vendor/Sponsor tent
- Introduced as Presenting Sponsor at event announcement
- Named as Presenting Sponsor on volunteer t-shirts
- Signage prominently displayed throughout event



**PRESENTING
SPONSOR**

\$3,000 | 8 Spots Available

EXCLUSIVE:

- Named as Platinum Sponsor with corporate name/logo on all marketing and advertising.

PRE-EVENT:

- Radio feature as Platinum Sponsor for one week leading up to event
- Highlighted on a minimum of 10 mentions on social media pages
- Logo/Link on CB Southwest Homes for Dogs Project event page
- All print material with corporate name/logo as the Platinum Sponsor.
- Recognition on cbhomesfordogs.ca website as Platinum Sponsor.

EVENT:

- Named as Platinum Sponsor on volunteer t-shirts
- Location for Vendor/Sponsor tent
- Signage prominently displayed throughout event

**PLATINUM
SPONSOR**

\$1,500

- Logo/Link on CB Southwest Homes for Dogs Project event page
- Logo on select print material and
- Minimum of 5 mentions on social media pages
- Name as Gold Sponsor on sponsors event banners
- Logo on volunteer shirt
- Recognition on cbshomesfordogs.ca website as Gold Sponsor

**GOLD
SPONSOR**

\$800

- Logo/Link on CB Southwest Homes for Dogs Project event page
- Logo on select print material
- Minimum of 4 mentions on social media pages
- Name as Silver Sponsor on sponsors event banners
- Logo on volunteer t-shirt
- Recognition on cbshomesfordogs.ca website as Silver Sponsor

**SILVER
SPONSOR**



SARNIA & DISTRICT
HUMANE SOCIETY

**VENDOR
SPONSORSHIP**

\$120

This year we are doing a unique set up where Vendors can apply for a spot to set up & sell merchandise.

- 10x10 area for display or tent set up (tent not provided)
- Fold up table provided if needed

Please note this is a dog festival, we require all vendors be dog or pet related.

Please email cbhomesfordogs@gmail.com or call our office at 519.331.8335 for an application.

WE ARE EXCITED TO HAVE OUR 4TH ANNUAL CB HOMES FOR DOGS PROJECT AND TO PARTNER WITH FOX & HOUND CANINE RETREAT FOR



@



**THANK YOU TO OUR CONTINUOUS SPONSORS,
WE CAN WAIT TO SEE EVERYONE!**

SARNIA & DISTRICT HUMANE SOCIETY

DOG



FESTIVAL



FOR SPONSORSHIP

INQUIRYS PLEASE EMAIL

CBHOMESFORDOGS@GMAIL.COM



www.cbhomesfordogs.ca