



SPONSORSHIP GUIDE

September 13, 2025
10AM - 5 PM
Milton Fairgrounds
136 Robert St., Milton



WHY SPONSOR POOCH AND HEARTS?

Sponsoring Pooch And Hearts is a great way to connect with thousands of pet lovers and families in a fun, high-traffic, and community-focused setting. It's an opportunity to boost brand visibility, drive foot traffic, and increase online and in-person engagement. By supporting pet adoption and local vendors, your business will be seen as a valued community partner making a positive impact. Plus, all sponsorships are fully customizable to align with your brand's unique goals and marketing objectives.



AUDIENCE REACH

30,000+ Social Media Followers

Engaged audience across Facebook and Instagram,
ensuring wide digital exposure.

Targeted Digital Marketing & Paid Ads

Precision marketing to reach the right audience at the right time.

Family-Friendly and Pet-Centric Audience

Attract families, pet enthusiasts, and local consumers
who support small businesses.

'ALPHA DOG'

Platinum Sponsor

\$5,000
1 Available



Be our top-tier supporter and shine with maximum visibility! As a 'ALPHA DOG' Platinum Sponsor, your business will be front and center with prime booth space, premium logo placement, numerous stage mentions, exclusive video promotion, and the opportunity to speak at the event. You'll be featured across all our marketing platforms- online, print, and social- and gain the highest exposure possible before and during the event.

- Exclusive Sponsor of the Main Event.
- Platinum Sponsor logo appears on all promotional material including Event Poster, Website and Digital Marketing.
- A 10 x 20 booth space at a premium location near the Main Event.
- Featured business spot on website with logo, link to your website and 100-word business summary.
- Dedicated event signage including banner placement on Main Event Fencing. (Sponsor provides signage).
- Opportunity for company representative to speak at event.
- Recognition of your support by MC mentions.
- 15 free admission tickets to give to clients, friends or family.
- Promotional material provided by you to distribute at the entrance.
- Featured Instagram/Facebook onsite interview with 1 minute promo video.



‘LEADING LEASH’ Gold Sponsor

**\$2,500
2 Available**



Gain premium exposure and a prime vendor location as a ‘LEADING LEASH’ Gold Sponsor. Your brand will be featured on promotional materials, announced from the stage, and recognized in both print and digital formats. You’ll also get to promote your business with a custom booth and exclusive video promo on event day.

- Gold Sponsor logo appears on all promotional material including Event Poster, Website and Digital Marketing.
- A VIP 10 x 10 booth space.
- Featured business spot on website with logo, link to your website and 100-word business summary.
- Dedicated event signage.
- Recognition of your support by MC mentions.
- 10 free admission tickets to give to clients, friends or family.
- Featured Instagram/Facebook onsite interview with 30 second promo video.



‘BARK-TACULAR’

Silver Sponsor

\$1,500

Support the event with solid visibility as a ‘BARK-TACULAR’ Silver Sponsor. You’ll receive a premium booth, key signage opportunities, announcements during the event, and your logo on our shirts and sponsor banners — all while enjoying the perks of brand promotion and community involvement.

- Sponsor recognition on social media.
- A VIP 10 x 10 booth space.
- Business spot on website with logo and link.
- Dedicated event signage.
- Recognition of your support by MC mentions.
- 5 free admission tickets to give to clients, friends or family.



‘PAW-SITIVE’

Bronze Sponsor

\$500

Perfect for local businesses looking to give back while gaining visibility. As a Bronze ‘PAW-SITIVE IMPACT’ Sponsor, you’ll receive a prime booth location, shoutouts online and on-stage, and a spot on our sponsor banner and t-shirts. It’s a great way to stay involved and promote your brand to a broad audience.

- Sponsor recognition on social media.
- A VIP 10 x 10 booth space.
- Business spot on website with logo and link.
- Recognition throughout the day on event signage.
- 3 free admission tickets to give to clients, friends or family.

'ADOPTION CHAMPION'

Sponsor

\$250

Help us support the heart of the event- pet adoptions! As the 'ADOPTION CHAMPION' Sponsor, you'll receive recognition on our website, social media, and during the event. It's a great opportunity to align your brand with a meaningful cause and connect with a compassionate audience.

- 'Adoption Champion' Sponsor logo appears on specific promotional material.
- Sponsor recognition on social media.
- Business spot on website with logo and link.



'BUILD-A-BONE' Sponsor

Looking for something more tailored?
Let's build a custom package for your business goals.





READY TO JOIN?

Contact:

Stephanie Lupo 905-399-6760

Sharon Adye-White 416-319-4456

www.PoochAndHearts.com

**Pooch And Hearts is going to be incredible.
Join us and together let's make it
LEGENDARY!**

