



Kentucky Humane Society

# Waggin' Tail on the Waterfront

30th Birthday Pawty

## Sponsorship Opportunities



June 2, 2024

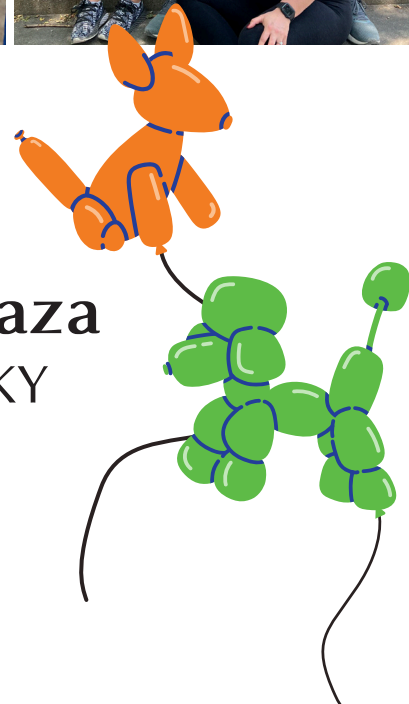
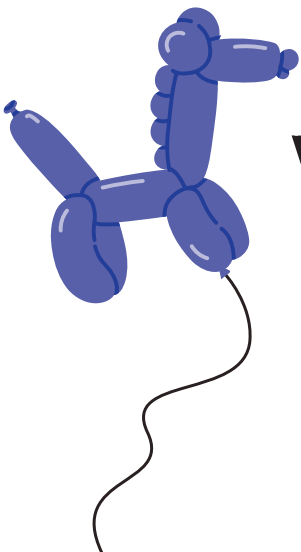
Noon - 4 p.m.

Waterfront Park's Festival Plaza

231 Witherspoon Street, Louisville, KY

Kentucky Humane Society™  
Lifelong Friends

[kyhumane.org/waggintail](https://kyhumane.org/waggintail)



## Waggin' Tail on the Waterfront



Join us for the 30th annual Waggin' Tail on the Waterfront, an exciting and heartwarming festival that more than 1,000 animal lovers and their pets attend each year!

Families enjoy face painting and puppy cuddling; adults savor craft brews and food trucks; and four-legged attendees indulge in canine tattoos and dog portraits. With the help of our friends and community partners, last year we raised \$100,000 – contributing to a cumulative total of \$1 million for the Kentucky Humane Society and its animals since 1994!

## Kentucky Humane Society's Reach



**169K** followers



**40.1K** followers



**38.3K** followers



**84K** email subscribers



**Approx. 1,000** annual  
Waggin' Tail attendees



## Kentucky Humane Society



As the state's largest adoption agency and spay/neuter provider, we find homes for nearly 6,000 animals each year and have spayed/neutered more than 150,000 animals since 2007. Our programs reduce the number of homeless dogs, cats and horses in our community and save neglected and abused animals across Kentucky. Our pet retention services, which include low-cost veterinary care, behavior advice, housing support and more, help keep pets in homes and out of shelters. Through our Love 120 program, we partner with shelters across Kentucky to reduce overcrowding and save lives.



# Sponsorship Benefits Comparison

	Platinum Collar \$15,000	Emerald Collar \$10,000	Gold Collar \$5,000	Silver Collar \$2,500	Bronze Collar \$1,000
Company & link on WTOTW website	Logo 	Logo 	Logo 	Name 	Name 
Sponsorship acknowledgement on KHS Facebook (169k followers) & Instagram (40.1k followers)	2 Posts 	2 Posts 	Group Post 	Group Post 	Group Post 
Verbal recognition by band/emcee					
Company logo on WTOTW T-shirt					
Company listed on WTOTW sponsor signage					
Booth space in prime location					
Sponsorship acknowledgement on KHS Facebook (169k followers) & Instagram (40.1k followers) Recap Posts	1 Post 	1 Post 	Group Post 	Group Post 	Group Post 
Pre-Event Acknowledgement in Kennel Chronicles (84k subscribers)	Name 	Name 	Name 	Name 	
Post-Event Acknowledgement in Kennel Chronicles (84k subscribers)	Name & Staff Photo 	Name 	Name 	Name 	
Acknowledgement in Paw Street Journal (18.5k circulation)	Logo & Staff Photo 	Logo 	Logo 	Name 	
Complimentary Pre-Event Puppy Visit				 = Before Event  = During Event  = After Event	
Opportunity to provide promotional material for swag bags distributed to attendees					
Company name included in press releases					
Featured in KHS Tik-Tok summarizing WTOTW (38.3K followers)					
Opportunity to speak in a KHS Facebook Live Video					
Complimentary Post-Event Puppy Visit					
Recognition on community signage (Presented by "Company Name" on billboards, marketing materials)					

Waggin' Tail Spokesdog Hazel

Jennifer Schonegge  
PHOTOGRAPHY



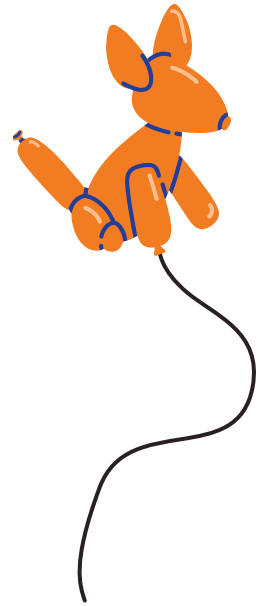
Waggin' Tail Spokesdog Hazel

Jennifer Schoenegge  
PHOTOGRAPHY





# Platinum Collar - \$15,000



## Before Event

- Recognition on community signage (Presented by “Company Name” on billboards, marketing materials)
- Acknowledgement in Kennel Chronicles (84k subscribers) – name
- Company logo & link on WTOTW website
- Sponsorship acknowledgement on KHS Facebook (169k followers) & Instagram (40.1k followers) – 2 posts
- Company name included in press releases
- Complimentary puppy visit

## During Event

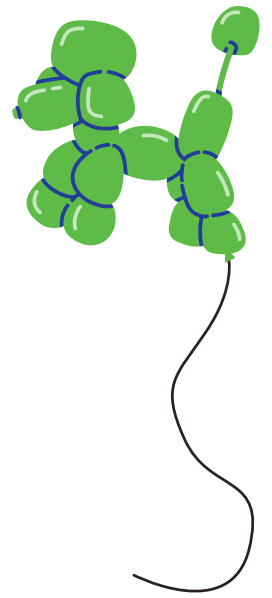
- Opportunity to speak in a KHS Facebook Live video
- Opportunity to provide promotional materials for swag bags distributed to attendees
- Verbal recognition by band/emcee
- Company logo on WTOTW T-shirt
- Company logo on WTOTW sponsor signage
- Booth space in prime location

## After Event

- Featured in KHS Tik-Tok video summarizing WTOTW (38.3k followers)
- Acknowledgement in Paw Street Journal (18.5k circulation) – logo & photo of staff at event
- Acknowledgement in Kennel Chronicles (84k subscribers) - name & photo of staff at event
- Sponsorship acknowledgement on KHS Facebook (169k followers) & Instagram (40.1k followers) Recap Posts – 1 posts
- Complimentary puppy visit



# Emerald Collar - \$10,000



## Before Event

- Acknowledgement in Kennel Chronicles (84k subscribers) – name
- Company logo & link on WTOTW website
- Sponsorship acknowledgement on KHS Facebook (169k followers) & Instagram (40.1k followers) – 2 posts
- Company name included in press releases
- Complimentary puppy visit

## During Event

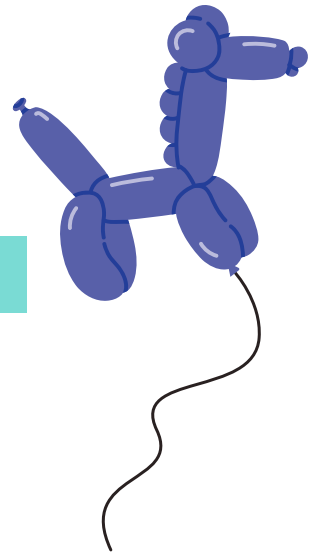
- Opportunity to provide promotional materials for swag bags distributed to attendees
- Verbal recognition by band/emcee
- Company logo on WTOTW T-shirt
- Company logo on WTOTW sponsor signage
- Booth space in prime location

## After Event

- Featured in KHS Tik-Tok video summarizing WTOTW (38.3k followers)
- Acknowledgement in Paw Street Journal – logo
- Acknowledgement in Kennel Chronicles (84k subscribers) – name
- Sponsorship acknowledgement on KHS Facebook (169k followers) & Instagram (40.1k followers) Recap Post – 1 posts



# Gold Collar - \$5,000



## Before Event

- Acknowledgement in Kennel Chronicles (84k subscribers) - name
- Company logo & link on WTOTW website
- Sponsorship acknowledgement on KHS Facebook (169k followers) & Instagram (40.1k followers) – group post
- Complimentary puppy visit

## During Event

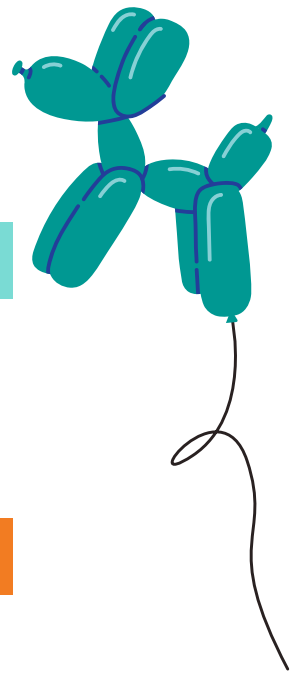
- Opportunity to provide promotional material for swag bags distributed to attendees
- Verbal recognition by band/emcee
- Company logo on WTOTW T-shirt
- Company logo on WTOTW sponsor signage
- Booth space in prime location

## After Event

- Acknowledgement in Paw Street Journal – logo
- Acknowledgement in Kennel Chronicles (84k subscribers) – name
- Sponsorship acknowledgement on KHS Facebook (169k followers) & Instagram (40.1k followers) Recap Post – group post



## Silver Collar - \$2,500



### Before Event

- Acknowledgement in Kennel Chronicles (84 subscribers) - name
- Company name & link on WTOTW website
- Sponsorship acknowledgement on KHS Facebook (169k followers) & Instagram (40.1k followers) – group Post

### During Event

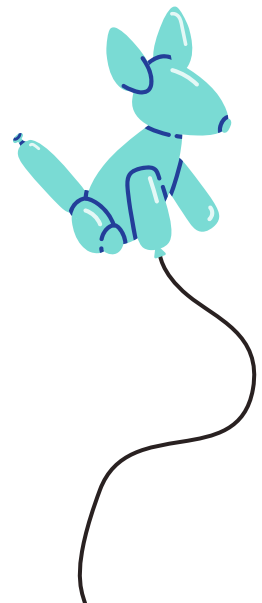
- Verbal recognition by band/emcee
- Company logo on WTOTW T-shirt
- Company name included on WTOTW sponsor signage
- Booth space in prime location

### After Event

- Acknowledgement in Paw Street Journal – name
- Acknowledgement in Kennel Chronicles (84k subscribers) - name
- Sponsorship acknowledgement on KHS Facebook (169k followers) & Instagram (40.1k followers) Recap Post – group Post



## Bronze Collar - \$1,000



### Before Event

- Company name & link on WTOTW website
- Sponsorship acknowledgement on KHS Facebook (169k followers) & Instagram (40.1k followers) – Group Post

### During Event

- Verbal recognition by band/emcee
- Company logo on WTOTW T-shirt
- Company name included on WTOTW sponsor signage
- Booth space in prime location

### After Event

- Sponsorship acknowledgement on KHS Facebook (169k followers) & Instagram (40.1k followers) Recap Post – group Post