



Sponsorship Opportunities



Poochella sponsorship opportunities are designed to give your business public visibility through a variety of promotions, products, signage, and more. You will receive a tax deduction while getting your name in front of consumers who support charitable organizations like the Oklahoma Humane Society.



HAVE FUN & DO GOOD.

Proceeds directly impact the lives of nearly 26,000 pets in our community each year.

	Top Billboard Barker	Grammy Hound	Lead Howler	Ultimate Treat Manager
Amount	\$500 - \$1,000	\$1,000 - \$2,000	\$2,500 - \$5,000	\$5,000 - \$10,000
Booth Space ¹	10x10'	10x10'	10x20'	10x20'
T-Shirts	4	6	8	10
Logo Placement in...	Name in Event Guide Name in Online Newsletter Name on Event Website	Event Guide Online Newsletter Event Website	Event Guide Online Newsletter Event Website T-Shirt Event Banner	Event Guide Online Newsletter Event Website T-Shirt Event Banner News 9 Pet of the Week
Social Media Shout Out ²	---	1 (shared)	1	3
Event Guide Feature	---	---	1-Page Feature	2-Page Feature
Naming Opportunity ³	---	---	1	1
OK Humane Endorsed Ad ⁴	---	---	---	1

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>>> ABOUT YOUR BENEFITS

Booth Space ¹	Social Media Shout Out ²	Naming Opportunity ³	OK Humane Endorsed Ad ⁴
will be uncovered and outdoors. Tents, chairs, and tables are available to rent for an additional fee upon request. Vendors can sell or give away merchandise, with 20% of booth proceeds donated to OK Humane. Food and drink will be allowed pending approval from the Scissortail Park Rentals Manager.	will include a tag to your company's page. OK Humane's social media reaches over 103,400 followers across four platforms: 71.2K Facebook + 21.2K Instagram + 7K Twitter/X + 4K TikTok	includes your choice of main concert stage, dog race, dog lure, sidewalk murals, K9 Demonstration, Su-paw Star Fitness Area, and Morning Dog Walk. Opportunities are limited and available on a first-come basis, so submit your sponsorship early to secure your spot. OK Humane has the right to refuse if your company's brand doesn't align with our messaging.	will feature OK Humane rescue pets and be created for Poochella in close coordination with your team to satisfy your brand standards. We will also provide a Dropbox link of still frames and/or clips for you to use as you see fit. OK Humane has the right to refuse if your company's brand doesn't align with our messaging.



SECURE YOUR SPONSORSHIP EARLY

at okhumane.org/poochella. Questions? Contact roshelle.anderson@okhumane.org.

About Poochella

JUNE 1, 2024 | 10 AM TO 3 PM | SCISSORTAIL LOWER PARK

Poochella is a dog-friendly festival for the whole family featuring fun activities, live music, and vendor booths. The Oklahoma Humane Society's mission is to promote the well-being of dogs and cats in the state of Oklahoma, and by celebrating with us at our Poochella fundraiser, you will help save homeless pets and connect them to their forever families.

*Free
Admission*

\$20

VIP Bundle: Poochella T-shirt & your choice of one premium event activity for free.

\$75

10x10' booth space and company name listed in event guide.



BRING THE DOGS

Must be on a leash and courteous with people and pets.



OKHUMANE.ORG | 405.286.1229