

Poochella

OKHUMANE.ORG/POOCHELLA



APRIL 11, 2026

5 PM to 9 PM



WHEELER PARK

1120 S. Western Ave. Oklahoma City, OK 73108



Poochella is OK Humane's festival for dogs and the people who love them!

Held outdoors at Wheeler Park, this fun-filled event features live music, interactive booths, and activities for the whole family—all in support of OK Humane's life-saving work.

There are three ways you can participate:

1. Sponsor Poochella

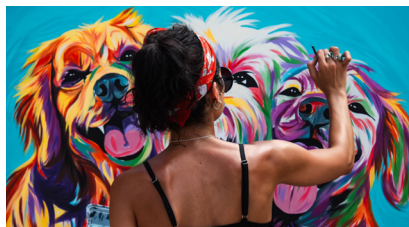
Starting at \$1,000 with benefits that include public recognition, event t-shirts, and more. Plus, your support is tax-deductible!

>> SEE BACK FOR MORE ON SPONSORSHIP OPPORTUNITIES

2. Rent a Booth

For just \$125, you can rent a booth and share your business with thousands of animal-loving event attendees.

>> SEE BACK FOR BOOTH SPACE DETAILS



3. Attend Poochella

Bring your family, friends and dogs and come out to the festival at Wheeler Park on April 11! It's free to attend and packed with fun activities, including...

- on-site dog adoptions
- live music
- dog lure challenge
- dog stenciling
- K9 demonstration
- food & drink trucks and more!

DOGS MUST BE ON A LEASH AND COURTEOUS WITH PEOPLE AND PETS.



 **OK HUMANE SOCIETY**



OKHUMANE.ORG



(405) 286-1229

Sponsorship Opportunities

2025
POOCHELLA
HAD AN
ESTIMATED
2,500-3,000
ATTENDEES!

	Top Billboard Barker	Grammy Hound	Lead Howler	Ultimutt Treat Manager
Amount	\$1,000	\$2,000	\$5,000	\$10,000
Booth Space ¹	10x10'	10x10'	10x20'	10x20'
T-Shirts	4	6	8	10
Logo Placement in...	Event Guide* Online Newsletter* Event Website* *NAME ONLY	Event Guide Online Newsletter Event Website	Event Guide Online Newsletter Event Website T-Shirt Event Banner News 9 Pet of the Week	Event Guide Online Newsletter Event Website T-Shirt Event Banner News 9 Pet of the Week
Social Media S/O ²	---	1	1	3
Event Guide Feature	---	---	1-Page Feature	2-Page Feature
Naming Opp ³	---	---	1	1
Rescue Puppy Endorsed Ad ⁴	---	---	---	1

1. Booth Space will be 10x10' uncovered outdoor space. Purchase of \$125 booth space includes company name listed in official event guide. Vendors can sell or give away merchandise, with 20% of booth proceeds donated to OK Humane. *If planning on selling food/beverage for human consumption, please send FS or FoodLicense Number for our Special Events Permit to fundraising@okhumane.org.

2. Social Media Shout Out will include a tag to your company's page. OK Humane's social media reaches over 109,700 followers across four platforms: 74K Facebook + 24.4K Instagram + 7K Twitter/X + 4.3K TikTok

3. Naming Opportunities are limited and available on a first-come basis, so submit your sponsorship early to secure your spot. If available, a Poochella event activity will be branded with your name/business name. (I.e. "Hill's Pet Nutrition Watering Station"). OK Humane has the right to refuse if your company's brand doesn't align with our messaging.

4. Rescue Puppy Endorsed Ad will feature a photo ad created by OK Humane specifically for your business featuring OK Humane rescue puppies. The ad will be created in close coordination with your team to satisfy your brand standards. The ad will be featured in the Poochella Program and on OK Humane's social media pages. You will also receive all the photos taken during your ad photo shoot to use as you please. OK Humane has the right to refuse if your company's brand doesn't align with our messaging.



Secure Sponsorship Early!

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Questions? Email roshelle.anderson@okhumane.org