



# 33<sup>rd</sup> Annual Puttin' On The Dog Festival

September 27, 2020

Roger Sherman Baldwin Park Greenwich Connecticut

Puttin' On The Dog is Adopt-A-Dog's annual festival that doubles as a fundraiser and an adoption event for multiple shelters in the surrounding area.

It is an event for all ages, with music, vendors, demonstrations, competitions and activities for dogs and pet lovers. There truly is something for everyone!



# About Puttin' On The Dog

- Puttin' On The Dog is billed as the largest event of its type between New York and Boston.
- It is a celebration of pets and the people who love them.
- The event draws over 5,000 pet-owners from the New York tri-state area.
- At 34 years old, the event is a time-honored tradition here in Greenwich and an opportunity for the community to support a good cause.
- The event includes demonstrations, competition classes open to the public for their dogs, cat and dog tents with adoptable animals, children's area with crafts and jumping castles, face painting and much more.
































# Benefits of Sponsorship

- We expect over 5,000 attendees this year (weather permitting) and you'll have the opportunity to interact with them, offer them samples of your products, and give out information about your services in a booth space along the perimeter of the event area.
- The event is promoted in the Greenwich and New York tri-state areas through a variety of media outlets plus online promotions through the Adopt-A-Dog website and social media channels. See the chart for more details.
- Attendees are middle- and high-income, family-oriented, dog lovers and owners of all ages. As a sponsor, you'll make a highly visible statement of support in the community where your employees and customers live and work.



# Sponsorship Levels

	Best in Show \$10,000	Adoptable Dog \$5,000	Competition Ring \$2,500	Best Friend \$1,000	Community Spirit Level 1 \$750	Community Spirit Level 2 \$500
Logo Placement at Entrance						
Social Media Mentions						
Logo on Step & Repeat on Main Stage						
Logo in all Advertising						
Logo On Competition Ring						
Included in Announcements throughout event						
Logo At Photo-op						
Logo On Demonstration Ring						
Logo on website with link back to your website for a year (September-September)						
Vendor Space						
Tickets to Event	30	20	15	10	8	6

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# Adopt-A-Dog Fact Sheet



## Impact 2019

Adopt-A-Dog is here to save, socialize and secure loving homes for unwanted or abandoned dogs. The shelter has been serving the tri-state area and beyond for over three decades.



SAVE RATE OF 96%



73 ANIMALS  
ADOPTED INTO  
LOVING HOMES



SHELTER IS HOME TO 30-40  
DOGS AT ANY GIVEN TIME



SUPPORTED BY 497  
VOLUNTEERS WHO  
COMMITTED 4,900 HOURS  
OF TIME LAST YEAR



26 DOGS BENEFITED  
FROM ADVANCED  
BEHAVIOR PROGRAMS



19 ADOPTED UTILIZED THE  
POST-ADOPTION SUPPORT  
PROGRAM THAT ONLY  
ADOPT-A-DOG OFFERS

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