



# BARK AT THE MOON

Saturday, May 3, 2025

5-9 pm

The Gateway

**HUMANE SOCIETY <sup>OF</sup> UTAH**



# EVENT OVERVIEW



Join the Humane Society of Utah at our largest outdoor event of the year! This pet-friendly festival features a splash pad, food trucks, craft beer, live music, and local vendor booths, making it a fantastic opportunity for your business to connect with our extensive community of pet lovers.

## Event Attendee Highlights

- Anticipated 800+ pet-loving guests and hundreds of dogs
- Attendees from the Salt Lake Valley and surrounding areas

## HSU Online Presence Highlights



**2.6 million** website views per year



**90,000** email subscribers



**109,000** Facebook followers



**70,000** Instagram followers



**14,000** TikTok followers and growing rapidly



# SPONSORSHIP LEVELS

Marketing Asset	Presenting Sponsor: \$20,000 (Exclusive)	Gold Paw Sponsor: \$10,000 (Exclusive)	Silver Leash Sponsor: \$7,500	Bronze Bone Sponsor: \$2,500	Brass Collar Sponsor: \$1,500
Company logo featured on HSU photo backdrop at event					
At least 30 days leading up to the event, your organization's logo will appear on HSU's I-15 electronic billboard sign as well as any other billboard advertisements promoting the event					
Company tagged in social media posts promoting the event					
Recognition on "Our Sponsors" page on HSU website for 1 year					
Company logo included on community fliers promoting the event					
Company logo featured on Gateway Tower during event					
Company logo featured on banner prominently displayed at the event					
Company name and sponsorship mentioned in HSU post-event blog					
Logo included in emails promoting this event	Header				
Logo, company name and sponsor type featured on event webpage					
Logo featured on HSU event signage prominently displayed throughout event venue					
Opportunity to give away your company's branded swag to each attendee					
Thanked verbally during the event by our emcee					At end
10 X 10 Booth Space in a prominent location					
Free event passes	20	15	12	8	5



# SPECIALTY SPONSORS

Specialty Sponsorships - Exclusive	Splash Pad Sponsor: \$5,000	Music Sponsor: \$5,000	Glow Walk Sponsor: \$5,000
Logo on sign placed prominently near sponsor area	🐾	🐾	🐾
Thanked verbally during the event by our emcee	🐾	🐾	🐾
Company logo featured on banner prominently displayed at the event	🐾	🐾	🐾
Logo, company name and sponsor type featured on event webpage	🐾	🐾	🐾
Company name and sponsorship mentioned in HSU post-event blog	🐾	🐾	🐾
Logo included in footer of emails promoting this event	🐾	🐾	🐾
Opportunity to give away your company's branded swag to each attendee	🐾	🐾	🐾
10 X 10 Booth Space in a prominent location	🐾	🐾	🐾
Free event passes	10	10	10





# EVENT DETAILS

- Be prepared for the weather - Bark at the Moon happens sun, wind, rain, or shine!
- Electricity and generators are not provided
- Sponsors are encouraged to bring:
  - 10' x 10' tents, weights, banners, promotional signs, and table and chairs
  - Friendly and knowledgeable staff to promote your business (2-3 people recommended)
  - Branded swag to pass out at your booth
  - You may bring merchandise to sell - you are responsible for sales tax

To take full advantage of your sponsorship benefits, please submit your logo by:



3/15

Logo for pre-event email blasts

3/20

Logo for billboard

4/1

Logo for event signs and banners



# WHY SUPPORT US

The Humane Society of Utah is dedicated to the elimination of pain, fear, and suffering in all animals. Our goal is to keep pets and people together, bring them together, and help move each animal to their most appropriate outcome as quickly as possible.

Your support of the Humane Society of Utah makes it possible for us to continue saving the lives of homeless pets and providing essential veterinary care for our community. In 2024, we supported our community with:



**6,363** pets found loving homes through our animal shelter



**8,277** animals received vital support through our Pet Resource Center



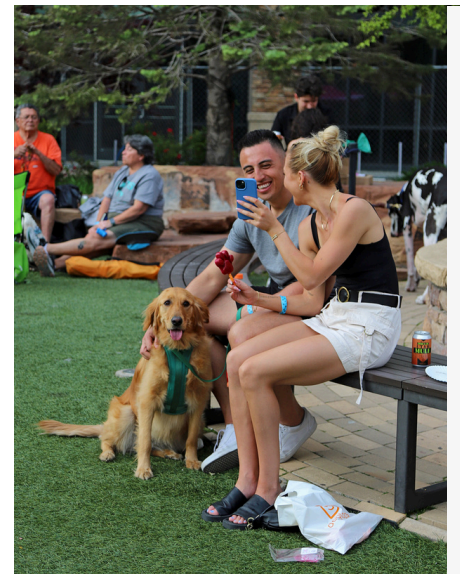
**13,013** spay/neuter surgeries performed through our clinics for our community's beloved pets



**77,264** clinic clients received support in caring for their pets through our affordable veterinary clinics



**121,230** vaccinations administered through our clinics, protecting pets in our community





# COMMITMENT FORM

Thank you for your generous corporate sponsorship of the Humane Society of Utah. Your support makes a real difference in the lives of animals in need across the state.

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\$20,000

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## Specialty Sponsorships

Splash Pad Sponsor:   
\$5,000

Music Sponsor:   
\$5,000

Glow Walk Sponsor:   
\$5,000

## PAYMENT INFORMATION

Name:

Company:

Address:

Phone:

Email:

Check Enclosed:

Charge My Credit Card:

Invoice Me:

Card #:

Exp Date:

Zip Code:

Authorized Signature: \_\_\_\_\_

### More Information :

Lani Watson, Corporate Relations Manager  
LWatson@utahhumane.org | 801.506.7893  
4242 S 300 W, Murray, UT 84107  
www.utahhumane.org

Pay online:



The Federal Tax ID (EIN) of the Humane Society of Utah is 87-0256350

To claim your sponsorship, please email  
LWatson@utahhumane.org or call  
801.506.7893.

