

GRANOLA BARKS[®]

GRANOLA BARS FOR DOGS

Alexis Flores

PR Director

Sponsorship Proposal for Chicago

Paws Chicago 5k

- 5k Marathon
- Dog friendly event (dogs are only allowed on the walk route and not the run)
- Raises funds to support life-saving work at PAWS Chicago, a pet shelter and adoption center.
- The event is held at Cricket Hill park
 - The event starts at Cricket hill, goes up to Foster Beach and circles back to Cricket Hill



Paws Chicago 5k



Audience Composition

Audience Composition



- All ages event
- Runners and Walkers
- Young and Old
- Pet owners (specifically dogs)
- In 2019, attendance for the event was
 - 7,000 human attendees
 - 3,000 canine attendees

Audience Composition

IN 2019:

ACCESS TO



Pet Owners/
Participants

7,000



Pet Participants

3,300



Walkers

6,000



Runners

1,000

Exclusivity

Exclusivity



Media Coverage

Media Coverage



Media Coverage



- Chicago's #1 choice for pop music
- Total Audience: 1,292,000 million
- Listeners from ages 25-54 is 659,000
- Social Media Followers are 289,879



- Reaches more than 1 million readers a month.
- In publication since 1970
- Winner of the finalist for General Excellence in 2017 for the National Magazine Awards.



- Broadcasts almost 40 hours of local newscasts every week
- Total viewership from 8-9pm is 82,492 households

Leverage and Activation

Leverage and Activation

| | Hero Hangout | Event Stage | Start/Finish Line | Pet Lover | Kitten Contender | Treat Bag |
|--|--|--|--|--|--|---|
| Description | Own 10x10 tent space at event with ability to distribute marketing materials | Own 10x10 tent space at event with ability to distribute marketing materials | Own 10x10 tent space at event with ability to distribute marketing materials | Own 10x10 tent space at event with ability to distribute marketing materials | Own 10x10 tent space at event with ability to distribute marketing materials | Ability to put item(s) in Goody Bag distributed at Hero Hangout (500) |
| Amount | \$20,000 | \$15,000 | \$7,500 | \$5,000 | \$2,500 | \$250 |
| # Available | 1 | 1 | 1 | 15 | 20 | Unlimited |
| Logo on Area Banner Wrap | YES | YES | | | | |
| Event T-Shirt Deadline August 31 | LOGO | LOGO | LOGO | NAME | | |
| Logo on Tent Signage | YES | YES | YES | YES | YES | |
| Logo on Event Website (with link to company website) | LOGO | LOGO | LOGO | NAME | NAME | NAME |
| Logo on Start/Finish Sign | LOGO | LOGO | LOGO | NAME | NAME | NAME |
| Option to include promotional item in participant Treat Bag | YES | YES | YES | YES | YES | YES |
| Private tour for 10 at adoption or medical center | YES | YES | | | | |
| Complimentary Walk/Run Entries | | | 20 | 20 | 5 | |
| Complimentary Hero Hangout Entries (includes event registration) | 25 | 20 | | | | |
| # Tables | 4 | 4 | 2 | 2 | 2 | |
| # Chairs | 8 | 8 | 4 | 4 | 4 | |

Leverage and Activation



PREMIER SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSORSHIP / LEADER OF THE PACK - \$100,000

MARKETING BENEFITS:

- Co-brand the event (ex. PAWS Chicago 5k Presented by Your Company)
- TV/Radio spot opportunity (subject to availability)
- Logo recognition on event materials (includes website, posters, signage and Start/Finish Line Truss Banner)
- Dedicated press release announcing partnership with the event
- Color logo on event main page and sponsor page
- Logo on back of event T-Shirt with top-tier placement
- Naming rights for the PAWS Chicago 5K Wrap Party
- Full page advertisement in PAWS Chicago Magazine
- Pre-, post- or during event dedicated social post (content will be event focused acknowledging sponsor)
- Opportunity to provide branded bag (and item) to hold goody bag items (500)
- Your choice of one unique opportunity (page 5) pending availability

EVENT PRESENCE:

- Speaking opportunity at Opening Ceremonies by spokesperson
- 15x15 sponsor tent at event with logo on signage
- Premiere sponsor tent placement at event
- 100 Hero Hangout Entries (includes event registration)
- VIP Parking Spaces for three vehicles at the PAWS Chicago 5K

STEWARDSHIP:

- Invited to PAWS Chicago's VIP executive thank you reception (all of PAWS Chicago's top sponsors will be invited, ten invitations per sponsor)
- Lunch and Learn - PAWS to bring a puppy to your organization and talk about our programs to save homeless pets**
- Private dinner with PAWS Chicago Executive for 10**
- Private tour for 10 (family, friends and/or staff) at the Lincoln Park Adoption Center or the PAWS Medical Center**
- Invitation for two company representatives to PAWS Chicago 5K Wrap Party

* Benefits also include those seen in lower sponsorship levels

** To be on a date/time mutually agreed upon with PAWS Chicago

Leverage and Activation

PAWS[®]
CHICAGO
5K
20TH YEAR

PREMIER SPONSORSHIP OPPORTUNITIES



LIFESAVER - \$50,000

MARKETING BENEFITS:

- Logo recognition on event materials (includes website, posters and Start/Finish Line Truss Banner)
- Color logo on sponsor page
- Logo on back of event T-shirt
- Company name announced within pre- and post-event press release
- Name mentioned in general event press release
- Half page advertisement in PAWS Chicago Magazine
- Opportunity to provide goody bag item for guest goody bags (500)
- Your choice of one unique opportunity (page 5) pending availability

EVENT PRESENCE:

- 15x15 sponsor tent at event with logo on signage
- 40 Hero Hangout Entries (includes event registration)

STEWARDSHIP:

- Invited to PAWS Chicago's VIP executive thank you reception (all of PAWS Chicago's top sponsors will be invited, 10 invitations per sponsor)
- Lunch and Learn - PAWS to bring a puppy to your organization and talk about our programs to save homeless pets**
- Private dinner with PAWS Chicago Executive for 10**
- Private tour for 10 (family, friends and/or staff) at the Lincoln Park Adoption Center or the PAWS Medical Center**
- Invitation for two company representatives to PAWS Chicago 5K Wrap Party

Leverage and Activation



PREMIER SPONSORSHIP OPPORTUNITIES



CHAMPION – \$25,000 4 Available

MARKETING BENEFITS:

- Logo recognition on event materials (includes website, posters and Start/Finish Line Truss Banner)
- Color logo on sponsor page
- Logo on back of event T-Shirt
- Opportunity to provide goody bag item for guest goody bags (500)

EVENT PRESENCE:

- 15x15 sponsor tent at event with logo on signage
- 30 Hero Hangout Entries (includes event registration)

STEWARDSHIP:

- Invited to PAWS Chicago's VIP executive thank you reception (all of PAWS Chicago's top sponsors will be invited, 10 invitations per sponsor)
- Corporate sponsor volunteer opportunity (group up to 20 people)**
- Private tour for 10 (family, friends and/or staff) at the Lincoln Park Adoption Center or the PAWS Medical Center**
- Invitation for two company representatives to PAWS Chicago 5K Wrap Party

Leverage and Activation



- Granola Barks can have their tent depending which package they get. This map is the section where the vendors and sponsors are.
- (Check packages for more details)

Continuity and Value

Continuity and Value



- PAWS Chicago 5k has been doing this event for 21 years now.
- Looking for new sponsors every year
- Has a big turnout every year

Cause Related Marketing

Cause Related Marketing

- A veterinary group that is open 24/7 for any pet emergency.
- VEG partners with non-profit Veterinary Care Foundation to collect donations and distribute them to guardians of under-served pets in the community.
- One way we could partner Granola Barks with VEG is through a purchase donation. Every time you purchase a granola bar, part of the proceed goes to help the Veterinary Care Foundation.



PR Tool Kit

PR Tool Kit

- **Press Release**
- We could use a Press Release to let media and people attending the event, that we will be there and what the event will be about
- **Press Kit**
- If media and customers want to know more information about the company itself, a press kit is the way to go. You can put the history of the company, who are the owners, any events in the past that it has sponsored, and the items you sell.



Thank You