



BISSELL
HOWLOWEEN
hoof and woof brought to you by...



“Children and dogs are as necessary to the welfare of this country as Wall Street and railroads.” ~Harry S. Truman

2014 SPONSORSHIP OPPORTUNITIES

\$500: Pumpkin Puppy

- Listing on event website
- Listing on event signage
- Listing in event guide

\$1,000: Good Dog Treat Station

- Perks included in “Pumpkin Puppy” plus:
- Sponsorship of one treat station along the Trick-or-Treat Trail
 - Listing on event t-shirt

\$3,000: Game Day Sponsor

ten opportunities available

- Perks included in “Pumpkin Puppy” plus:
- Sponsorship of one event game: Pin the Tail on the Dog, Dog Sucker Tree, Fire Hydrant Ring Toss, Face Painting, Cakewalk, Spoon Race, Potato Sack Race, Cookie Decorating, Popcorn Catch, Gumball Guess (game selection on a first-come, first-serve basis)
 - Branded prize provided by sponsor
 - Listing on event t-shirt

\$5,000: Ticket BOOth

two opportunities available

- Perks included in “Pumpkin Puppy” plus:
- Sponsorship of one ticket booth
 - Optional branded gift or handout provided by sponsor
 - Logo on event t-shirt
 - Multiple mentions by emcee at event
 - Social media promotions

\$7,500: Costumed Canine

- Perks included in “Pumpkin Puppy” plus:
- Sponsorship of costume contest
 - Sponsor representative on judging panel
 - Logo on event t-shirt
 - Multiple mentions by emcee at event
 - Listing in press releases and social media promotions

\$10,000: Smooch Your Pooch

one opportunity available

- Perks included in “Pumpkin Puppy” plus:
- Logo on photo booth pictures
 - Logo on event t-shirt
 - Multiple mentions by emcee at event
 - Listing in press releases and social media promotions
 - Logo on event posters

\$12,000: Adoptable Dog - SOLD

\$15,000: Trick-or-Treat Trail

one opportunity available

- Perks included in “Pumpkin Puppy” plus:
- Sponsorship of Trick-or-Treat Trail
 - Logo on event treat bag
 - Logo on event t-shirt
 - Multiple mentions by emcee at event
 - Listing in press releases and social media promotions
 - Logo on event posters

For questions about sponsorship opportunities, please contact Kim Bode at 616.299.2677 or email Kim@834design.com.

