



# **3RD ANNUAL SPONSORSHIP OPPORTUNITIES**

**January 28, 2024**

**11:00am - 4:00pm**

**On a closed down Garden St. from Palafox to Tarragona**





- ESTIMATED 4,000 - 5,000 PEOPLE IN ATTENDANCE
- OVER 300 DOGS REGISTERED FOR PAW-RADE
- EXPOSURE TIME: 5 TO 6 HOURS
- 100% OF VENDORS SAID THEY WOULD RETURN
- 100% OF SPONSORS SAID THEY WOULD RETURN
- 3 DOWNTOWN PENSACOLA BLOCKS DEDICATED
- OVER \$12,000 IN FUNDS & MATERIALS RAISED FOR BENEFACTOR FOR 2ND ANNUAL
- \$54,700 LOCAL ECONOMIC IMPACT FROM DAY OF EVENT FROM 2ND ANNUAL





# WOLFGANG PARTNER

*Sponsorship*

## \$4,000 (EXCLUSIVE)

- **Main Stage Signage:** Logo placement on the main Pawdi Gras Stage as a title sponsor
- **Parade Signage:** Paw-rade banner will have your logo and name as title sponsor
- **Social Media Promotion:** Sponsor will be mentioned as title sponsor on all social media communications "WolfGang, LLc and \_\_\_\_\_ presents, Pensacola Pawdi Gras."
- **Digital Links:** Social Media and/or website links with Company Logo to your organization/business will be displayed on wolfgangparkandbrews.com from the time of sponsorship until October 1, 2024.
- **Map Placement:** Your company logo will be placed prominently on the Pawdi Gras map which is circulated through digital + traditional advertising and on the day of the event.
- **Newsletter Logo Placement:** Logo will be placed on all online communications of emails to attendees, media, and the general public
- **Onsite Shoutout:** Sponsor will receive at least five (5) verbal shout-outs the day of the event.
- **T-Shirt Placement:** Logo prominently displayed on the top back of the highly sought after Pawdi Gras T-shirt.
- **Three Allocated Vendor Spot 10' x 10' prominently placed near the center of the event**
- **Parade Pup Passes for 8 (each participant will be required to sign the waiver)**
- **Eight (8) Complimentary Novelty Pawdi Gras T-Shirts**
- **First Right of Refusal for 2025 and ability to lock in this sponsorship price if agreed to be title sponsor for the 4th Annual**
  - **Official Pawdi Gras Sponsor poster to display at your business**
- \* **Logo and business name will be placed on the 2024 calendar & invitation to sponsor socials**
- \* **Cross promotion with WofGang and Local Pulse**

# MAIN STAGE SIGNAGE



- Color & design of shirt is subject to change. Color and design will match this year's theme of Bow Wow Luau





# GARDEN STREET

*Sponsorship*

**\$1,500**

- **Social Media Promotion:** Sponsor will be thanked as a Garden Street Sponsor on our Social Media platforms: Facebook & Instagram and the event page.
- **Map Placement:** Your company will receive first come first serve vendor booth placement in the high-traffic areas of the event. The company logo will also be placed prominently on the Pawdi Gras map which is circulated through digital and traditional advertising and on the day of the event.
- **Digital Links:** Social Media and/or website links with Company Logo to your organization/business will be displayed on wolfgangparkandbrews.com from the time of sponsorship and at least 90 days post-event.
- **Newsletter Logo Placement:** Logo will be placed on online communications emails to attendees
- **Onsite Shoutout:** Sponsor will receive at least three (3) verbal shout-outs on the day of the event.
- **Onsite Signage:** Name and Logo will be prominently placed on banner signage as well as double sided yard sign
- **T-Shirt Placement:** Logo prominently displayed on the back of the highly sought-after Pawdi Gras T-shirt.
- **Vendor Spot 10' x 10'**
- **Paw-rade Passes for four (4)**
- **Four (4) Complimentary Novelty Pawdi Gras T-Shirts**
  - **Official Pawdi Gras Sponsor poster to display at your business**
- \* **Logo and business name will be placed on the 2024 calendar & invitations to sponsor socials**
- **First Right of Refusal for 2025**



# CARNIVAL

## Sponsorship

**\$750**

- **Social Media Promotion:** Sponsor will be thanked as a Carnival Sponsor on our Social Media platforms: Facebook & Instagram and the event page.
- **Digital Links:** Company logo will be placed on our website [wolfgangparkandbrew.com](http://wolfgangparkandbrew.com) and identified as a Jester Sponsor from time of sponsorship for at least 60 days after the event.
- **Newsletter Logo Placement:** Logo will be placed on online communications emails to attendees
- **Onsite Shoutout:** Sponsor will receive at least two (2) verbal shout-outs on the day of the event.
- **Onsite Signage:** Double-sided yard sign with logo placed at event
- **Paw-rade Passes for two (2)**
- **Two (2) Complimentary Novelty Pawdi Gras T-Shirts**
  - **Official Pawdi Gras Sponsor poster to display at your business**
  - **Invitations to a sponsor social**





# JESTER

## *Sponsorship*

**\$500**

- **Social Media Promotion:** Sponsor will be thanked as a Jester Sponsor on our Social Media platforms: Facebook & Instagram and the event page.
- **Digital Links:** Company Logo to your organization/business and social media tag will be displayed on all social media platforms promoting the event.
- **One Complimentary Novelty Pawdi Gras T-Shirts**
- **Paw-rade Passes for one (1)**
- **Onsight Signage:** Single-sided Yard sign with logo at event
  - **Official Pawdi Gras Sponsor poster to display at your business**



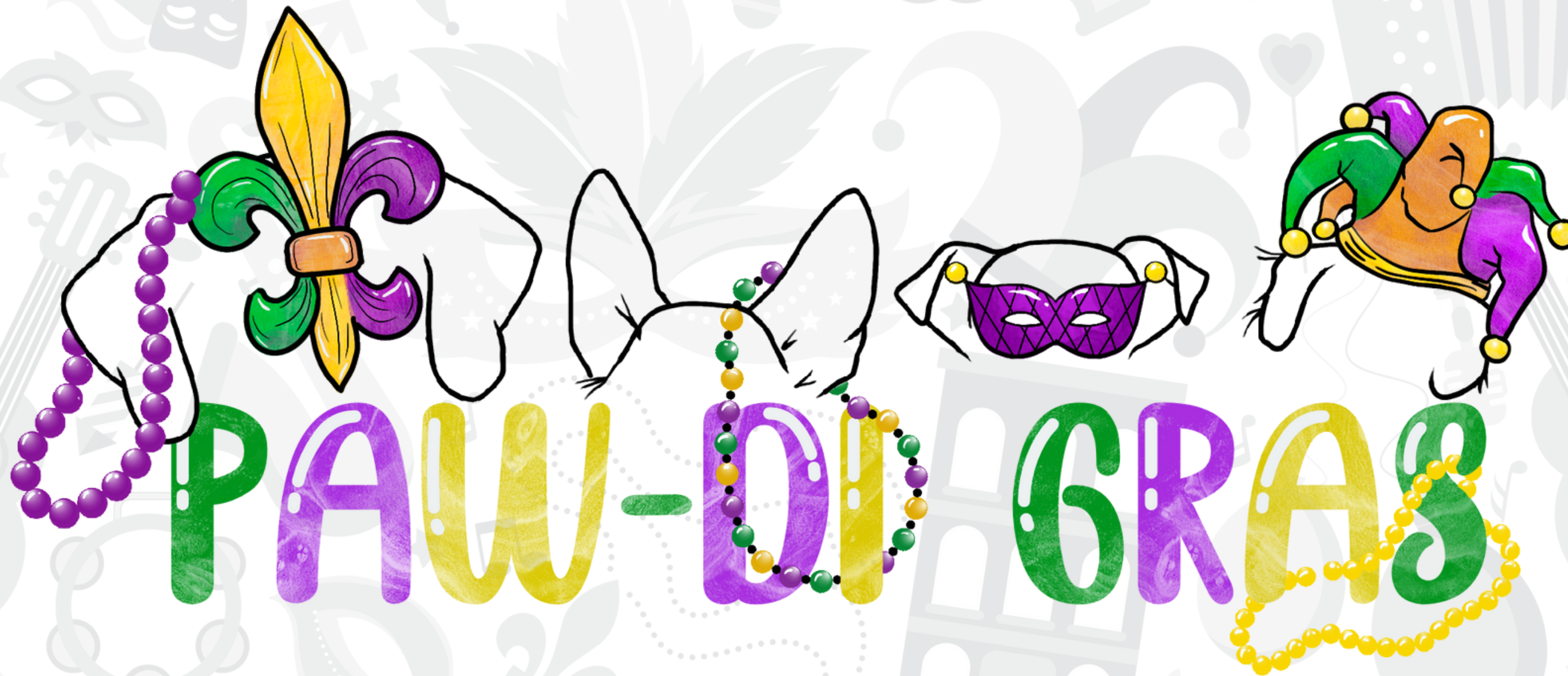
# PUPPORTER

## *Sponsorship*

**\$250**

- **Social Media Promotion:** Sponsor will be listed as supporter on Social Media event Page
- **Digital Links:** Company Logo to your organization/business and social media tag will be displayed on all social media platforms promoting the event.





## CONTACT

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