

June 9, 2020

Hi there!

The 3rd Annual Piper's Walk is ON!

I'm happy to announce that the celebration for dog seatbelt safety will continue as planned, with some exciting changes as the world is still in an uncertain transition.

A typical dog event brings people to one location to walk for a cause and enjoy the festivities. This year, Piper's Walk is going semi-virtual. Dog parents are encouraged to buckle up their dogs in a certified seatbelt, and go on an adventure together.

Piper's Walk will join dog lovers together in a walk that saves lives. Participants are encouraged to put on their event t-shirt, buckle up their dog and head out to a nearby park for a hike. The Piper's Walk Team will be present in 5 parks across Montgomery County, MD to hand out event souvenirs. After the hike, dog families have the opportunity to pick up a Grab n' Go dinner from a local restaurant, pre-selected with a special Piper's Walk menu.

A virtual party will be live streamed. People can tune in on their phones to share pictures, join contests, play games and win prizes. Piper's Walk is taking the energy, enthusiasm and excitement of a live event and channeling it to dog moms and dads everywhere with the help of technology.

The beauty of this semi-virtual event is that the message of dog seatbelt safety will be shared to so many more people than ever before. With Piper's Walk participants dispersed and traveling across town while wearing their event t-shirts, many more people will see this cause in action, rather than the concentrated bunch gathered in Olney, MD. This means an opportunity for your business to be seen across town as well.

Please join me in saving dog lives by sponsoring the 3rd Annual Piper's Walk as we bring the community together, inspiring dogs to get buckled up in a Center for Pet Safety certified seatbelt.

Sponsorship details are included in this packet. Thank you for considering and for your support!

Sincerely,

Paweenudh Suanpan, Founder of Piper's Walk

3RD ANNUAL PIPER'S WALK DOG FESTIVAL SPONSORSHIP PROPOSAL



August 23, 2020
4PM-8PM
Taking place all over!

ABOUT THE 3RD ANNUAL PIPER'S WALK



- Piper's Walk is an annual dog walk and festival which spreads awareness for dog seatbelt safety, primarily based in Montgomery County, Maryland.
- Due to Covid-19, this year's event is semi-virtual.
- It's 4 hours of fun, geared towards dog lovers of all ages, with music, virtual dog vendors, and enriching activities for dog families to engage in together.
- Piper's Walk provides a space for the community to learn about Center for Pet Safety certified products and the opportunity to get dogs traveling in the proper gear.
- The virtual party connects the dog community via Zoom and Padlet, and includes activities such as:
 - Choose your own hike
 - Explore a local park and seek out the Piper's Walk table to pick up a souvenir
 - Grab dinner at a local restaurant (pre-set menu)
 - Shop online in the virtual Dog Lover's Mall
 - Groove to great tunes all evening
 - Show off a buckled up dog, riding in a Center for Pet Safety certified seatbelt
 - Summer Spirit contest
 - Creative agility contest
 - Dog seatbelt trivia game
 - Post a message of support for certified brands
 - Share what is wanted for the future of dog travel

BENEFITS OF SPONSORSHIP

Big Picture:

Your support saves lives. Your help allows Piper's Walk to spread awareness to hundreds of people in the DC-MD-VA (DMV) area, teaching pet parents about the importance of buckling up their pet.

By making this event possible, you are giving pet parents an opportunity to learn about the brands of dog car safety restraints which have passed Center for Pet Safety's crash testing, addressing any worries that pet parents might have about using the product, and steering them away from products which have failed Center for Pet Safety's crash testing.



This is a family-friendly dog festival, which means leaving an impression on children. By helping to put on this event, you are inspiring the next generation to make the change and hopefully buckle in their pets when they begin driving.

Marketing and Exposure:

This year's event gives your business an opportunity to get in front of a crowd of individuals who care about quality products, safety and well-being of their pets. Your business name and/or logo will be featured in marketing materials for Piper's Walk, and you'll have the chance to put your information into the event's goody bags as well.



The event is advertised through a variety of outlets, including but not limited to emails, the Piper's Walk website, a variety of community event platforms, press releases, social media, and word of mouth.

Attendees are dog lovers and pet parents of all ages. They care about their animals and want the very best for them. As a sponsor, you'll make a positive impact statement in the community where your employees and customers live and work.

SPONSORSHIP LEVELS

The sponsorship deadline is June 28, 2020.

	Mastiff \$1000	Labrador \$500	Beagle \$250
Business featured in Piper's Walk August newsletter article	x		
Business name mentioned in all online advertising venues	x		
Business name mentioned in press releases	x		
Business name and logo on event T-shirt	x	x	
Business cards, flyers or product samples placed in goody bag	x	x	x
All VIP vendor benefits *see details on next page	x	x	x
Business name and logo on event website	x	x	x
"Pawsitive Vibes" ticket to the event *see details on next page			x
"Party Pup ticket" to the event *see details on next page	x	x	

EXTRA SPONSORSHIP LEVEL DETAILS

*VIP VENDOR INFO:

Sponsors and vendors will be featured in the Virtual Dog Lover's Mall. Event participants will be directed to shop here, in this one stop shop for all-things-dog.

- Website and logo listed on Virtual Dog Lover's Mall webpage
- Coupon or flyer in goody bag
- Business name mentioned on Piper's Walk Facebook page
- Business featured on Piper's Walk Facebook post
- Business featured in promo email
- Business included in the Virtual Dog Lover's Mall Sneak Peak day (Aug 22, 2020), in addition to the event shopping days running from August 23-24, 2020.



*PAWSITIVE VIBES TICKET

- Access to the virtual party
- Event T-shirt
- Goody bag

*PARTY PUP TICKET

- Access to the virtual party
- Event T-shirt
- Goody bag
- Piper's Walk souvenir
- Grab n' Go dinner from a local restaurant (choice from pre-set Piper's Walk menu)



For more info and details on the event, visit

www.piperswalk.org/annualdogevent

PIPER'S WALK IMPACT



Piper's Walk is an annual dog festival which spreads awareness for dog seatbelt safety, providing a space for dog parents to learn how to buckle up their dog in a Center for Safety certified seatbelt.

The goal of Piper's Walk is to prevent dog injuries and fatalities in car crashes.

Piper's Walk has made a difference in the community, starting with the annual summer event and continuing to spread awareness year-round.

Piper's Walk has:

- Reached over 5000 people through educational opportunities and awareness events
- Directly buckled up 136 dogs and counting
- Shared Center for Pet Safety updates and crash test results with the community
- Held seatbelt clinics to provide support to dog parents learning how to buckle up their pups
- Partnered with animal shelters and rescues to get adopted dogs buckled up
- Helped pet parents to reconsider their current seatbelt if it wasn't CPS certified
- Saved dog lives!



SPONSORSHIP AGREEMENT FORM

My business wants to sponsor the 3rd Annual Piper's Walk!

Sponsorship Levels: Please circle one.

Mastiff \$1000

Labrador \$500

Beagle \$250

Please print clearly:

Business Name:	
Contact Person:	
Title:	
Business Address:	
City, State, Zip	
Phone:	
Email:	

Payment Method: _____ Check _____ Card

(Please make checks payable to Piper's Walk. Send to: P.O. Box 845 Olney, MD 20830)

	Card Number	Expiration Date	CVC	Billing Zip Code	Signature
Visa					
Mastercard					
American Express					
Discover					

T Shirt size: S M L XL XXL

Thank you so much for supporting Piper's Walk - let's save some lives this year!