

SPONSORSHIP OPPORTUNITIES

AUSTIN HUMANE SOCIETY 02.10.24 | 11 A.M. - 2 P.M.



PRESENTED BY

HERITAGE
RANCH
BY H-E-B

YARD
BAR
AUSTIN ★ TEXAS

THE AUSTIN HUMANE SOCIETY'S 17TH ANNUAL PUPPY BOWL PRESENTED BY HERITAGE RANCH WILL BE ON SATURDAY, FEBRUARY 10, 2024

The Austin Humane Society's 17th Annual Puppy Bowl is a Super Bowl themed, family-friendly, community event featuring adorable adoptable puppies, children's activities, our 6th Annual Tailgate Competition and dozens of local vendors and businesses.

Each year this event keeps growing and we need your help to make Puppy Bowl 2024 a touchdown.

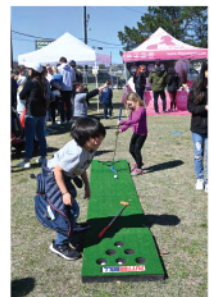


2023 PUPPY BOWL STATS

- More than 1,500 people attended our 2023 Puppy Bowl. During the event we held puppy races, picked an M.V.P., crowned a winner for our 5th Annual Tailgate Competition (Micklethwait Craft Meats) and celebrated our halftime show with a big donation from our partners at Heritage Ranch by H-E-B.
- We raised over \$40,000 for our animals in need at AHS.
- The fun continued that afternoon at Yard Bar, where Chelsey Khan of We Are Austin emceed six quarters of overtime play at Puppy Bowl LIVE.

Now is your opportunity to join the 17th Annual Puppy Bowl and make an impact today. To become a sponsor of this event, please fill out the attached form or visit austinhumanesociety.org/puppybowl.

*Sponsorship agreements are due Tuesday, January 23rd to secure promotion prior to event date.



More photos from last year's AHS Puppy Bowl can be viewed on our Facebook page, @austinhumanesociety.



SPONSORSHIP OPPORTUNITIES



~~\$10,000 Presenting Sponsor: Head Coach (SOLD)~~

- Recognition as the Presenting Sponsor across all event listings and media outreach – print, online, television and radio
- Inclusion in all press releases
- Premium logo placement at the event
- Multiple shoutouts and special thank you prior to the event and during the day of the event
- Multiple recognitions and logo listings in the eScoop, AHS' e-newsletter (distributed to 39k+ animal lovers)
- Multiple social media shoutouts – Facebook (46k+ followers) and Instagram (25k+ followers)
- Recognition and logo listing on official Puppy Bowl web page and in follow-up thank you email
- Two booths at event in premier location (AHS will provide tent and table if needed)*

\$5,000 Supporting Sponsor: Assistant Coach

- Inclusion in all press releases
- Logo placement at the event
- Multiple shoutouts and special thank you prior to and during the event
- Logo listing in the eScoop, AHS' e-newsletter (distributed to 39k+ animal lovers) and in follow-up thank you email
- Social media shoutouts – Facebook (46k+ followers) and Instagram (25k+ followers)
- Recognition and linked logo listing on official Puppy Bowl web page
- Single booth at event (AHS will provide tent and table if needed)*

\$2,500 Sponsor: Quarterback

- Special thank you and shoutout during the event
- Logo placement at the event
- Logo listing in the eScoop, AHS' e-newsletter (distributed to 39k+ animal lovers) and in follow-up thank you email
- Social media shoutouts – Facebook (46k+ followers) and Instagram (25k+ followers)
- Recognition and linked logo listing on official Puppy Bowl web page
- Single booth at event (AHS will provide tent and table if needed)*

\$1,000 Sponsor: Special Teams

- Special thank you and shoutout during the event
- Logo listing on signage at and in follow-up thank you email (distributed to 39k+ animal lovers)
- Social media shoutouts – Facebook (46k+ followers) and Instagram (25k+ followers)
- Recognition and linked logo listing on official Puppy Bowl web page
- Single booth at event (AHS will provide a tent if needed)*

\$400 Sponsor: Fanatic

- Linked listing on official Puppy Bowl web page
- Logo listing on signage at and in follow-up thank you email (distributed to 39k+ animal lovers)
- Booth at event (vendor provides their own tent and table)*

\$200 Sponsor: Cheerleader

- Sponsor listing on official Puppy Bowl web page
- 2 V.I.P. (Very Important Puppy-fan) passes to the event

Sponsorship agreements are due Tuesday, January 23rd

*If providing your own tent, please bring tent weights in case of inclement weather



In-kind Sponsorship

Donate products or services to help AHS keep Puppy Bowl costs down while bringing your company brand awareness—a win-win!

- Provide an activity in our Kid's Zone (e.g. Cornhole Boards)
- In-kind donation of event supplies

Make a Donation

Can't make the event? Make a donation to help us off-set the costs of Puppy Bowl and support our mission.



Percentage of Sales

Can't participate in Puppy Bowl? Please consider donating a percentage of sales or get creative and make a Puppy Bowl-themed menu item with proceeds going back to benefit the animals of AHS.



Tailgate Food Competition

The battle is about to begin: Our 6th Annual Tailgate Food Competition is back! In our fifth year, we tasted and voted in-person and more than 300 people cast their vote for the tastiest tailgate bite. The competition featured five culinary competitors and ended with Micklethwait Craft Meats taking home the grand prize.

This year, the competition is bigger and better than ever, and we'd love for you to take part. Participants are challenged to put out their best bite and let the tailgaters decide who should be named top dog. Each competitor is required to provide 350 bites and be on-site for the tasting portion of our big day, from 11 a.m. to 1 p.m. on Saturday, February 10th. The winner will be announced at 1:30 p.m.

The winner will not only receive bragging rights, but have their name and logo proudly displayed on a kennel at the shelter through our Adopt a Kennel program (a \$2,500 value). May the best bite win!

To sign up for this culinary battle, email our events team at events@austinhumanesociety.org. Tailgate Competition entries are due by Tuesday, January 30th.

PREVIOUS TAILGATE FOOD COMPETITION WINNERS

2019 (tie)

Pink Avocado Catering
Upstairs at Caroline



2020

Upstairs at
Caroline



2021

Andrea's Eats

2022

Micklethwait Craft
Meats

2023

Micklethwait Craft
Meats



SPONSORSHIP FORM



Please Complete and Return

Thank you for participating in Puppy Bowl XVII! Please email Events@austinhumanesociety.org with your vector logo no later than Tuesday, January 23rd.

Contact Name

Company/Organization (Print Listing)

Address

City

State

Zip

Phone

Email

My business is on: ☐ Facebook (Account Name: _____)

☐ Instagram (Account Name: _____)

Yes, I would like to support the Austin Humane Society by participating:

☒ ~~\$10,000 Presenting Sponsor (SOLD)~~

☐ \$2,500 Sponsor

☐ \$400 Sponsor

☐ \$5,000 Supporting Sponsor

☐ \$1,000 Sponsor

☐ \$200 Sponsor

Yes, I would like to go the extra yard:

☐ In-kind Sponsorship

☐ Percentage
of Sales: _____ %

☐ Tailgate Food Competition

CC#

Exp

CSV

Billing Address

Signature

Date

Please submit to:

Austin Humane Society

Attn: Puppy Bowl

124 W. Anderson Lane, Austin, TX 78752

512.685.0118 | austinhumanesociety.org



For additional information:

AHS Events Team

events@austinhumanesociety.org

512.685.0118

IN-KIND DONATION FORM



Please Complete and Return

Thank you for participating in Puppy Bowl XVII!! Please email Events@austinhumanesociety.org with your vector logo no later than Tuesday, January 30th.

Contact Name

Company/Organization (Print Listing)

Address

City

State

Zip

Phone

Email

My business is on: ☐ Facebook (Account Name: _____)

☐ Instagram (Account Name: _____)

Yes, I would like to go the extra yard:

☐ In-kind Sponsorship

☐ Percentage
of Sales: _____ %

☐ Tailgate Food Competition

Description of Donation: _____

Item Value: \$ _____

Signature

Date

Please submit to:

Austin Humane Society
Attn: Puppy Bowl
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