

SPONSORSHIP OPPORTUNITIES

AUSTIN HUMANE SOCIETY 02.08.25 | 11 A.M. - 2 P.M.



PRESENTED BY

**HERITAGE
RANCH**
BY H-E-B

**YARD
BAR**
AUSTIN ★ TEXAS

THE AUSTIN HUMANE SOCIETY'S 18TH ANNUAL PUPPY BOWL PRESENTED BY HEB WILL BE ON SATURDAY, FEBRUARY 8, 2025

The Austin Humane Society's 18th Annual Puppy Bowl is a Super Bowl themed, family-friendly, community event featuring adorable adoptable puppies, children's activities, our 7th 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 2025 a touchdown.



2024 PUPPY BOWL STATS

- More than 1,000 people attended our 2024 Puppy Bowl. During the event we held puppy races, picked an M.V.P., crowned a winner for our 6th Annual Tailgate Competition (Taco Bronco) and celebrated our halftime show with a big donation from our partners at Heritage Ranch by H-E-B.
- We raised over \$50,000 for our animals in need at AHS.
- The fun continued that afternoon at Yard Bar with overtime play at Puppy Bowl LIVE.

Now is your opportunity to join the 18th 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 Friday, January 24th 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 Friday, January 24th

*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 7th Annual Tailgate Food Competition is back! In our sixth year, we tasted and voted in-person and more than 300 people cast their vote for the tastiest tailgate bite. The competition featured nine culinary competitors and ended with Taco Bronco 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 8th. The winner will be announced at 1:30 p.m.

The winner will not only receive bragging rights, but will have their win marked on a plaque in the shelter for all of our visitors to see! May the best bite win!

To sign up for this culinary battle, email our events team at education@austinhumanesociety.org. Tailgate Competition entries are due by Friday, January 31st.

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

2024

Taco Bronco



SPONSORSHIP FORM



Please Complete and Return

Thank you for participating in Puppy Bowl XVIII! Please email Education@austinhumanesociety.org with your vector logo no later than Friday, January 24th. All proceeds benefit Austin Humane Society's lifesaving programs that support animals and people in need within the Central Texas community.

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
512.685.0130 | austinhumanesociety.org



For additional information:
AHS Events Team
education@austinhumanesociety.org
512.685.0130