



YOUR SPONSORSHIP REACH:



85,000+
COMMUNITY MEMBERS



2,500+
EMAIL CONTACTS



3,000+
EVENT ATTENDEES



250+
LOCAL BUSINESSES



REGIONAL REACH
NH, ME, MA & VT

BARK IN THE PARK



EXPLORE EVENT SPONSORSHIP OPPORTUNITIES

The Bark in the Park festivals, presented by Dog Friendly New Hampshire, bring thousands of dog lovers, families, businesses, vendors, and community supporters together for New Hampshire's biggest and most unique dog-friendly events. The dogs, music, food, colorful sights, activities, and joyful atmosphere create an unforgettable experience where everyone feels welcome. Sponsorship gives your business meaningful visibility and a direct connection to the people behind the leashes who notice, remember, and support the brands that help bring it all to life.

PUT YOUR BRAND AT THE HEART OF NH'S LARGEST DOG-LOVING COMMUNITY



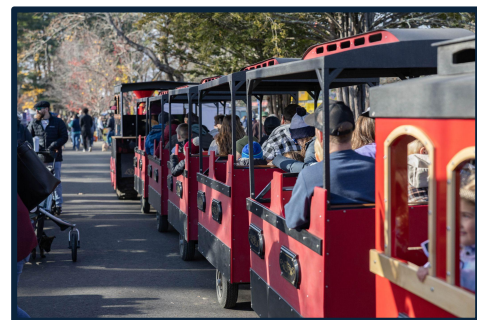
Connect

Reach thousands of engaged dog lovers, families, and community members from across New Hampshire and neighboring states.



Showcase

Highlight your business, products, and services through customizable sponsorship opportunities.



Support

Help us create fun, welcoming events that strengthen our local community and celebrate dogs and the people who love them.

LET'S MAKE NEW HAMPSHIRE THE
MOST DOG-FRIENDLY STATE!



603-573-5175
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dogfriendly603.com



*We can't wait to partner
with you! ♥*

WHY PARTNER WITH DOG FRIENDLY NEW HAMPSHIRE?

DOGS BRING PEOPLE TOGETHER. WE CONNECT YOUR BRAND WITH THE PEOPLE BEHIND THE LEASH.

Dog Friendly New Hampshire has built a large, active community around something people deeply care about. Our audience includes people of different ages, lifestyles, professions, and stages of life. Dogs are what bring them together and give sponsors a natural way to connect with them.

YOUR NEW CUSTOMERS ARE ALREADY PART OF OUR COMMUNITY

Our audience includes young adults, older adults, families, renters, homeowners, first-time homebuyers, established property owners, and business owners. No matter who your business is trying to reach, there is a strong chance they are already part of our community or within our extended reach.

CHOOSE THE SPONSORSHIP THAT FITS YOUR BUSINESS GOALS & BUDGET

PRESENTING SPONSORSHIP..... Pg. 3

SIGNATURE EVENT PARTNERSHIP

Become the leading partner of the entire event with our highest level of visibility before, during, and after the festival.

BEST FOR: Maximum event-wide recognition and a business that wants to stand out as the event's leading sponsor.

MARKETING SPONSORSHIPS..... Pg. 4

FLEXIBLE PROMOTIONAL REACH

Reach our community through social media, email campaigns, website recognition, event marketing, printed materials, and on-site visibility.

BEST FOR: Businesses seeking broad promotion with the flexibility to select the level that fits their goals.

EXPERIENCE SPONSORSHIPS..... Pg. 5 & 6

MEMORABLE BRAND CONNECTION

Connect your brand with a specific attraction or gathering place. Your business becomes part of an experience guests enjoy, photograph, and remember.

BEST FOR: Businesses that want their name connected with a positive experience and included in the memories guests take home.

EVENT VISIBILITY OPPORTUNITIES..... Pg. 7

ACCESSIBLE ON-SITE EXPOSURE

Place your business logo inside a highly visible event area where guests will see it throughout the day and it may appear in photographs.

BEST FOR: Local businesses beginning with a smaller sponsorship while still gaining meaningful event visibility.

WHY THIS CONNECTION MATTERS

Our community actively seeks recommendations, supports local businesses, and enjoys discovering useful products, services, and experiences. Sponsorship introduces your business through a community people already choose to follow, engage with, and gather around.

FIND THE SPONSORSHIP THAT FITS YOUR BUSINESS

Explore the following pages to compare each opportunity and choose how you want your business to connect with the people behind the leash.



PRESENTING SPONSOR



As the Presenting Sponsor, your business becomes the leading partner of one of New Hampshire's biggest and most unique dog-friendly events. Your brand receives our highest level of visibility before, during, and after the festival while helping create an unforgettable experience for thousands of dog lovers, families, local businesses, and community supporters.

BECOME THE OFFICIAL PRESENTING SPONSOR



85,000+

COMMUNITY MEMBERS



2,500+

EMAIL CONTACTS



3,000+

EVENT ATTENDEES



250+

LOCAL BUSINESSES



REGIONAL REACH
NH, ME, MA & VT

PEOPLE LOVE DOGS AND THE BUSINESSES THAT SUPPORT THEM

Sponsoring The Bark in the Park is more than advertising. It places your brand at the heart of the experience and creates a direct connection with the people behind the leashes who notice, remember, and support the businesses that help bring the festival to life.

PRESENTING SPONSOR VISIBILITY

- Official Presenting Sponsor Status With Largest Logo Placement
- Main Entrance Recognition and Priority Sponsor Placement
- Premium Vendor Space
- Banner Advertising
- Event Announcements
- Featured on Event Maps and Event Tickets
- Demonstration and Stage Recognition

WEBSITE AND DIGITAL RECOGNITION

- Featured in Every Event Email
- Featured in Social Media Promotions
- Dedicated Sponsor Recognition Page Featuring Your Business Profile
- Clickable Logo Placement With a Direct Link to Your Website

LONG-TERM MARKETING VALUE

- Sponsor Recognition Before, During, and After the Event
- Event Recap Recognition
- Professional Event Photography Opportunities
- First Access to Future Sponsorship Opportunities

\$3,200

*Our highest level
of visibility.*

ONE AVAILABLE
PER EVENT

READY TO REACH THOUSANDS?
LET'S GET STARTED TODAY.



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info@dogfriendly603.com
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MARKETING SPONSORS



Marketing Sponsorships give your business valuable visibility around Bark in the Park events through Dog Friendly New Hampshire's marketing network, email campaigns, social media, website, event materials, and on-site recognition.

PUT YOUR BRAND IN FRONT OF NEW HAMPSHIRE'S MOST ENGAGED DOG-LOVING COMMUNITY



85,000+

COMMUNITY MEMBERS



2,500+

EMAIL CONTACTS



3,000+

EVENT ATTENDEES



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LOCAL BUSINESSES



REGIONAL REACH

NH, ME, MA & VT

CHOOSE THE LEVEL OF PROMOTIONAL REACH THAT FITS YOUR BUSINESS

GOLD SPONSOR | \$2,000

Our premier marketing package with extensive visibility all around the event.

INCLUDES:

- Featured Logo Placement on All Event Marketing Materials
- Featured in Six Social Media Promotions
- Featured in Four Event Emails
- Banner Advertising
- Premium Logo Placement on Event Maps
- Website Recognition
- Four Stage Announcements
- Premium 20' x 20' Vendor Space
- Event Recap Recognition
- First Access to Future Sponsorship Opportunities

SILVER SPONSOR | \$1,250

A strong, balanced package with both event and promotional visibility.

INCLUDES:

- Featured in Five Event Advertisements
- Featured in Three Social Media Promotions
- Included in Two Event Emails
- Business Name Featured on Marketing Materials
- Website Recognition
- Two Stage Announcements
- 10' x 10' Vendor Space
- Event Recap Recognition

BRONZE SPONSOR | \$750

Focused visibility that introduces your business to the Dog Friendly NH community.

INCLUDES:

- Included in Two Event Advertisements
- Included in Two Social Media Promotions
- Website Recognition
- One Stage Announcement
- 10' x 10' Vendor Space
- Event Recap Recognition

PEOPLE LOVE DOGS AND THE BUSINESSES THAT SUPPORT THEM

When businesses partner with Dog Friendly New Hampshire, they are doing more than advertising. They are connecting with a community that actively seeks recommendations, supports local businesses, and enjoys discovering dog-friendly products, services, and experiences. Choosing a Marketing Sponsorship level connects your business with our highly engaged audience through digital promotion, event marketing, and on-site visibility.

**READY TO EXPAND YOUR REACH?
LET'S START PROMOTING YOUR BUSINESS.**



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EXPERIENCE SPONSORS



Experience Sponsorships connect your business with a specific attraction or gathering place at The Bark in the Park. Your brand becomes part of an experience guests see, enjoy, photograph, and remember long after the event ends.

PUT YOUR BRAND INSIDE THE MOMENTS GUESTS REMEMBER

Each Experience Sponsor receives prominent signage within the area they sponsor. As guests enjoy the experience and take photographs, the sponsor's logo becomes part of the setting. Those images may be shared on social media, included in event photography, and kept by individuals and families for years.

SPONSOR AN EXPERIENCE THEY WILL REMEMBER

MAGICAL CHRISTMAS CANDYLAND SPONSOR \$2,000

Sponsor one of the festival's largest and most memorable experiences. Magical Christmas Candyland brings together Santa and Mrs. Claus, Christmas train rides, miniature golf, games, activities, Christmas music, food trucks, and the Holiday Market.

INCLUDES:

- Large "Welcome to Magical Christmas Candyland, Sponsored by [Business Name]" Banner
- Sponsor Recognition in All Social Media Posts Specifically Promoting Magical Christmas Candyland
- Logo Placement on the Main Event Entrance Banner
- Premium 20' x 10' Vendor Space Within the Holiday Market and Sponsored Area
- Website Recognition
- Event Recap Recognition

SOUND STAGE SPONSOR \$1,500

Place your business at the center of the live entertainment. Guests gather at the Sound Stage throughout the day to listen to live music, relax, and enjoy the festival atmosphere.

INCLUDES:

- Naming Rights to the Sound Stage
- Large Branded Stage Banner
- Sponsor Name and Logo on the Musician Schedule Sign
- Sponsor Recognition in All Social Media Posts Specifically Promoting Live Music
- Recognition During Stage Announcements
- Opportunity for an On-Site Product Display When Appropriate
- Website Recognition
- Event Recap Recognition

FLAVOR FIELD SPONSOR \$1,500

Located in the center of the festival, Flavor Field is a decorated gathering area filled with picnic tables where guests can sit, eat, relax, talk, and enjoy everything happening around them. It is centrally located among the food trucks and offers views of the Demonstration Area, maker marketplace, and live music stage.

INCLUDES:

- Prominent Flavor Field Sign Featuring the Sponsor's Name and Logo
- Branded Banner Displayed Within Flavor Field
- Sponsor Recognition in All Social Media Posts Specifically Promoting Flavor Field
- Website Recognition
- Event Recap Recognition

PEOPLE LOVE DOGS AND THE BUSINESSES THAT SUPPORT THEM



MORE EXPERIENCE SPONSORSHIPS

PLACE YOUR BRAND WHERE GUESTS GATHER, WATCH, AND PARTICIPATE

These opportunities connect your business with popular attractions and useful festival features. Each one places your brand directly in front of guests while they enjoy the event.

CONNECT YOUR BUSINESS WITH THE ACTION

POLICE DOG DEMONSTRATION AREA SPONSOR

\$1,250

Sponsor one of the busiest and most exciting areas of the festival. Multiple Police Dog demonstrations take place throughout the day, drawing seated audiences who watch, take photographs, and learn about the dogs and officers serving their communities.

INCLUDES:

- Naming Rights to the Police Dog Demonstration Area
- Largest Branded Banner Inside the Demonstration Area
- Sponsor Name and Logo on the Demonstration Schedule Sign
- Schedule Sign Featuring Demonstration Times, Police Dogs, and Their Officers
- Sponsor Recognition Before Each Demonstration
- Sponsor Recognition in All Social Media Posts Specifically Promoting the Police Dog Demonstrations
- Website Recognition
- Event Recap Recognition

CAR SHOW SPONSOR

\$1,000

Connect your business with car owners, festival guests, and the nonprofit benefiting from the show. Sponsor visibility begins with registration and continues through public voting, the event, and the awards presentation.

INCLUDES:

- Large "Car Show Sponsored by [Business Name]" Banner
- Sponsor Name and Logo on Car Show Signage
- Sponsor Logo on the Car Show Registration Page
- Prominent Sponsor Logo on the Public Voting Page
- Sponsor Name Featured on Car Show Trophies
- Sponsor Recognition During the Awards Presentation
- Sponsor Recognition in All Social Media Posts Specifically Promoting the Car Show
- Recognition Alongside the Nonprofit Benefiting From the Car Show
- Complimentary 10' x 10' Vendor Space in the Main Festival or Car Show Area
- Website Recognition
- Event Recap Recognition



EVENT VISIBILITY SPONSORSHIPS

PLACE YOUR BRAND WHERE GUESTS GATHER, WATCH, AND PARTICIPATE

These opportunities connect your business with popular attractions and useful festival features. Each one places your brand directly in front of guests while they enjoy the event.

CONNECT YOUR BUSINESS WITH THE ACTION

DEMONSTRATION AREA BANNER

\$300

Give your business exclusive space on its own banner inside the Police Dog Demonstration ring. The banner will remain visible while audiences watch multiple demonstrations and may appear in guest and event photographs.

INCLUDES:

- Exclusive 3' x 5' Banner Featuring Only Your Business
- Banner Displayed Along the Inside of the Demonstration Ring
- Visibility During Every Police Dog Demonstration
- Opportunity to Appear in Guest and Event Photographs
- Banner Design and Printing Included
- Option to Provide Finished Artwork or Receive Design Assistance From Dog Friendly New Hampshire
- Website Recognition
- Event Recap Recognition

DEMONSTRATION AREA LOCAL BUSINESS BANNER

\$100 PER BUSINESS

12 BUSINESSES FEATURED PER BANNER

An affordable way for local businesses to be represented inside one of the busiest areas of the festival. Twelve business logos will be featured together on one shared banner lining the inside of the Police Dog Demonstration ring.

INCLUDES:

- Business Logo Featured on a Shared 3' x 5' Banner
- Maximum of 12 Business Logos Per Banner
- Banner Displayed Along the Inside of the Demonstration Ring
- Visibility During Every Police Dog Demonstration
- Opportunity to Appear in Guest and Event Photographs
- Banner Design and Printing Included

Whether your business chooses its own exclusive banner or a place on the shared Local Business Banner, your business and logo will be positioned where demonstration audiences can see it throughout the day.