

# Pawloöza™

Canada's favourite dog festival

August 17, 2024

## statistics

1 DAY

40 ANIMAL RESCUE GROUPS  
FROM ACROSS CANADA

140 VENDORS / EXHIBITORS

6,000 DOGS ESTIMATED  
IN ATTENDANCE

15,000 PEOPLE ESTIMATED  
IN ATTENDANCE

website > 708,877+ PAGE VIEWS IN 2023  
w/ 74,341+ UNIQUE VISITORS

facebook > 7,500+ PAGE LIKES

twitter > 7,436+ FOLLOWERS



## about Pawlooza

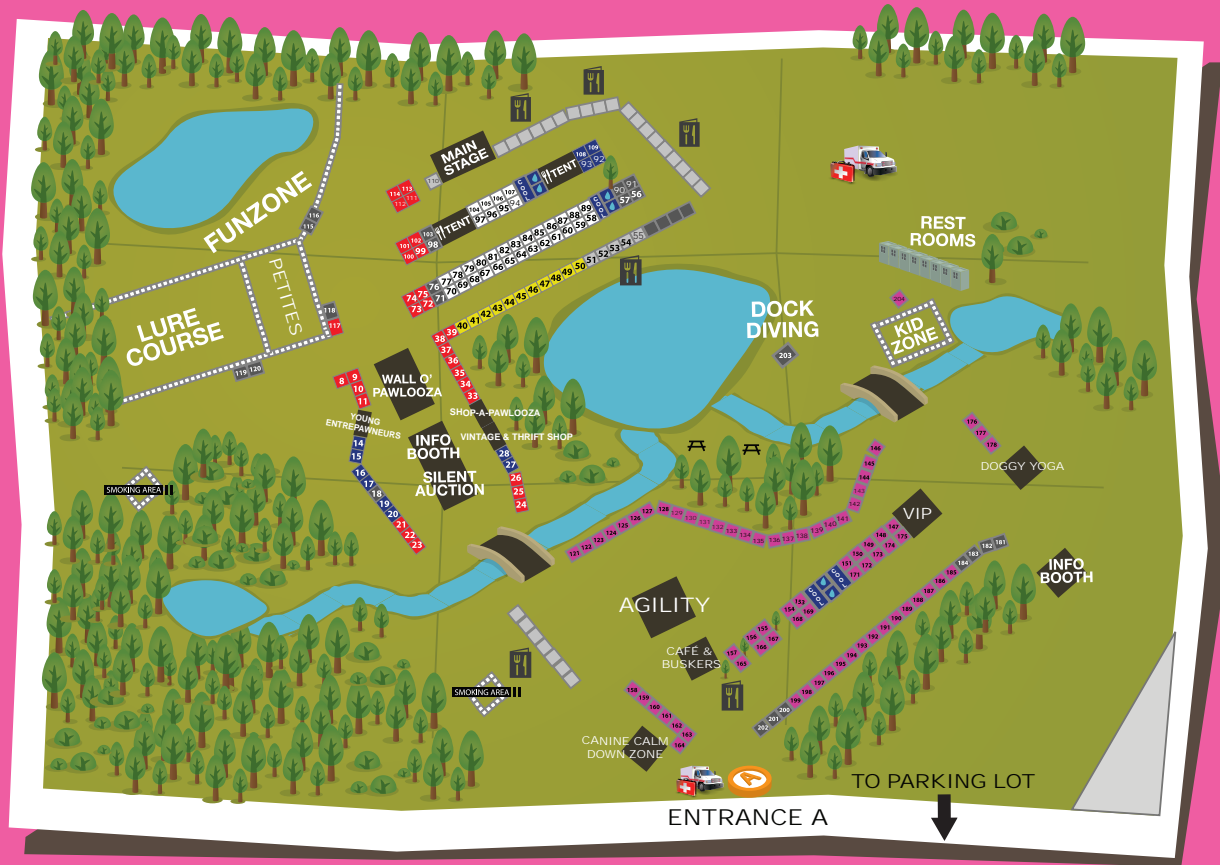
Pawlooza is Canada's favourite festival for animal lovers and one of the premier brand experiences for companies looking to connect with active and dedicated pet owners. In its 13th year, Pawlooza attracts an estimated 15,000 people (and 6,000 dogs) from across Ontario and its bordering States/Provinces.

The festival takes place at the Plunkett Estate in West London - a beautiful, multi-million dollar private estate that is truly a paradise for nature lovers. The festival occurs on the third Saturday in August each year, coinciding with International Homeless Animals' Day.

Pawlooza features a main stage (for key demonstrations and events), an offleash 'FunZone' for dogs, dock diving, a 25,000 square-foot lure course, a Pawlooza's Next Top Model pageant, a variety of stage events, agility demonstrations, a VIP lounge ... and the list goes on! Add 140 vendors and exhibitors to the mix, including 40 animal rescue groups from across Canada, and you've got a massive one-day party!

Oh, and it's a volunteer-driven festival. 100%. Thousands of hours are put into the festival by the Organizing Committee and over 300 volunteers. All are working on behalf of two local non-profits - [ARF Ontario - working with First Nations and rural communities throughout Ontario to rescue, rehab and re-home stray dogs and cats, and LEADS - helping people with disabilities throughout Southwestern Ontario find employment and receive skills training].

# festival map



<span style="color: red;">■</span> OFFICIAL SPONSOR	<span style="color: blue;">■</span> EVENT SPONSOR	<span style="border: 1px solid black; display: inline-block; width: 10px; height: 10px;"></span> BOOTH VENDOR	<span style="color: yellow;">■</span> BOOTH VENDOR w/ hydro	<span style="color: purple;">■</span> ANIMAL RESCUE	<span style="color: grey;">■</span> FOOD VENDOR	<span style="color: black;">■</span> RESERVED
---	---	---	---	---	---	---

## sponsorships

**platinum sponsor** **\$5,000** / official sponsor perks **plus** premium booth size and location • featured sponsor on all official Pawloooza 2024 printed materials and advertising buys • featured billboard sponsor • main stage branding opportunities • option to provide product prize/package to be presented on-stage during the festival day events, hosted by Corus Entertainment Media personalities • additional outdoor signage space available • significant social media promotion • VIP parking • exclusivity options available!

**accessibility sponsor** **\$3,000** / official sponsor perks **plus** choice of booth location • featured sponsor on all Pawloooza advertising buys • featured billboard sponsor • main stage branding opportunities • significant social media promotion • VIP parking

**environmental sponsor** **\$3,000** / official sponsor perks **plus** choice of booth location • featured sponsor on all Pawloooza advertising buys • featured billboard sponsor • main stage branding opportunities • significant social media promotion • VIP parking

**social responsible leader sponsor** **\$3,000** / official sponsor perks **plus** choice of booth location • featured sponsor on all Pawloooza advertising buys • featured billboard sponsor • main stage branding opportunities • significant social media promotion • VIP parking

**official sponsor** **\$1,500** / up to 10' x 30' outdoor booth space • premium booth location • logo on all flyers (15,000) and storefront posters (5,000) • logo & link on Pawloooza website (700,000 • page views in 2019) • logo on 300 volunteer t-shirts • logo on festival banner • extra signage options on the festival grounds • significant social media promotion

**event sponsor** **\$600** / 10' x 20' of outdoor booth space • preferred booth position • logo & link on Pawloooza website event page • logo on sponsored event banner and promos • extra signage options in the event area

**booth vendor** **\$200** / 10' x 10' of outdoor booth space • website recognition