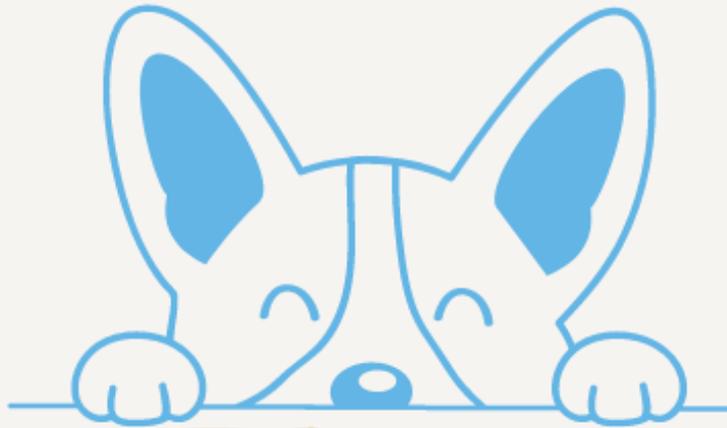


FIDO FEST

SPONSORSHIP PACKET

SEPTEMBER 16TH, 2023



Fido
Fest

HOSTED BY  **TOUR
TAHLEQUAH**
UNEXPECTEDLY OKLAHOMA

**IN PARTNERSHIP
WITH**  **TAHLEQUAH
MAIN
STREET**

123 E. Delaware, Tahlequah, OK 74464

www.tourtahlequah.com

918-456-3742

WHAT IS FIDO FEST?



It is no secret that society experienced significant changes to our everyday routines within the last couple of years — remote working and remote learning being two of the most prevalent. With more time at home, less travel, and the need to enrich our everyday lives, many people turned to the love of a pet, or “fur-baby,” to bring added joy to their new norm.

The American Pet Products Association reported that 11.38 million households in the U.S. have gotten a new pet during the pandemic, and according to The Washington Post, rescue shelters are seeing double the typical number of requests to adopt dogs since the start of the pandemic. 3 out of 4 pet owners reported that spending time with a dog, cat, or other animal helped reduce stress and increased their sense of well-being, which is why we are also seeing more animals traveling with their humans.

Travelers are looking to bring their beloved pets on new adventures now that destination vacations are back on. We have recognized the growth in online searches for dog-friendly attractions, which is why we want to help increase the focus on engaging this demographic. Through research we see an increase in popularity.

Through Google Trends we have collected this data:

- Dog-friendly travel: 128% increase
- Dog-friendly destinations: 67% increase
- Dog-friendly hotels: 24% increase
- Dog-friendly restaurants: 90% increase
- Dog-friendly activities near me: 141% increase
- Dog-parks near me: 168% increase

WHAT IS FIDO FEST CONT...?



The Tahlequah area is already ahead of the trend with its extensive hiking and biking trails, dog park, and the surrounding scenic lake and river. Our goal is to build on that foundation by making Tahlequah a pet friendly destination of choice.

With these thoughts in mind, we created a festival for Tahlequah to showcase our pet friendly community and also to increase awareness of animal health and welfare. Voila! FIDO FEST was born. Visitors can jump start the weekend on Friday, September 15th, by grabbing a blanket and heading to Norris Park for a family friendly Movie In The Park! Tahlequah Main Street Association will host Movies In The Park and will also have food trucks available for the evening. On Saturday, September 16th, Tour Tahlequah will be hosting FIDO FEST in downtown Tahlequah (Norris Park and the Norris Park Pavilion) in partnership with the Tahlequah Main Street Association.

FIDO FEST is a festivity that will fill your entire day with fun and activities for the whole family, including the family pet. FIDO FEST will host pet featured vendors, dog-friendly Fun Run and 5k, family-friendly activities, bouncy houses, food trucks, pet safety class, puppy yoga, a pet costume contest, Smooch Your Pooch Photo Booth, free vaccine clinic, and a pet adoption event.

What could paw-sibly make this day even better? “Gather Downtown” with the Tahlequah Main Street Association when the sun goes down. Bring your family to this relaxing music festival under the stars with live music, dancing under the stars, food trucks, local dining and shopping for the entire family.

We look forward to seeing this family fun-filled weekend event grow each year while continuing to make a positive impact on our community and all who Tour Tahlequah and Explore Cherokee County. Thank you for considering to be a part of the first FIDO FEST.

SPONSORSHIPS

	CEO or representative may welcome attendees at the following events: <ul style="list-style-type: none"> • Fun Run/5k • Adoption Event • Pet Costume Contest • Puppy Yoga • Pet Safety Class 	Recognized on kilometer markers for the race	Recognized on advanced printing and digital marketing: banners, flyers, billboards	Recognized at event on applicable items, signage, etc.	Recognized on the main stage banner	Recognized on FIDO FEST website	Logo on race t-shirt	Fun Run/5k entries (To be used or gifted)	One vendor booth
<u>PRESENTING \$2500</u> 1.	✓	✓ With Logo	✓ With Logo	✓ With Logo	✓ With Logo	✓ With Logo	✓ Large logo	✓ Six Entries	✓
<u>GOLD \$1000</u> 1.FILLED 2.FILLED			✓ With Logo	✓ With Logo	✓ With Logo	✓ With Logo	✓ Mini logo	✓ Four Entries	✓
<u>SILVER \$450</u> 1.FILLED 2.FILLED 3.FILLED				✓ With Logo	✓ With Logo	✓ With Logo	✓ Mini logo	✓ Two Entries	✓
<u>BRONZE \$100</u> UNLIMITED					✓ With Logo	✓ With Logo			

The Presenting Sponsor will also have a seat on the Judge Panel for the Pet Costume Contest.

The Presenting Sponsor will have first right of refusal for following FIDO FEST events.

ADOPTION EVENT SPONSORSHIP



Among many events, Fido Fest will also have a three hour cat and dog adoption event, benefiting several local shelters.

The Adoption Event Sponsor will have:

- Their logo on the Tour Tahlequah website
- Their logo on all dog and cat kennels at adoption event
- Preferred merchandise in adoption bags
- Their logo on signage at adoption event
- Their logo on the adoption "gotcha" sign
- Their logo on the "Adopt Me" bandanas

The Adoption Event Sponsorship is valued at \$850.00.

FIDO FEST

Do you or your business want to have a sign along the Fido's Fun Run and 5k race? It's your lucky day! For only \$75, you can have your logo on a race marker sign for all of the runners and their pups to see!



	Race Marker Sign
<p><u>Marker</u> \$75</p> <ol style="list-style-type: none"> 1. FILLED 2. 3. FILLED 4. FILLED 5. 6. 7. 8. 9. 10. 11. FILLED 12. 13. 14. 15. FILLED 	



TOUR TAHLEQUAH

**EVENT SPONSOR**

- Presenting Sponsor \$2500
- Gold Sponsor \$1000
- Silver Sponsor \$450
- Bronze Sponsor \$100
- Adoption Event
Sponsor \$850
- RACE MARKER** \$75
- SIGNS** \$75
- \$75

Thank you for being an
active member in our community!

**PLEASE SUBMIT PACKET , PAYMENT , AND QUESTIONS TO AUBREY
RODDEN AT AUBREY@TAHLEQUAHCHAMBER.COM**

Company Name: _____

Billing Contact: _____

E-Mail: _____

Phone Number: _____

Total Amount to be Billed: _____

Payment Type: Cash Check Card Invoice

Special Invoice Request: _____

By signing this document, I agree that the amount to be billed listed above will be paid on the date that I submit my sponsorship packet.

Signature of Company Representative: _____

Date: _____

Please make checks payable to: "Tahlequah Area Chamber of Commerce" or "TACC".