



2017 Annual Domesti-PUPS Fun-Raiser!
February 25-26 ■ **Lancaster Event Center** ■ **Lincoln**

Sponsor Package

The 10th annual



is back with over
**3,200 attendees, continuous entertainment, and
over 1,000 dogs of all breeds, shapes and sizes.**

Did you know?

The I Love My Dog Expo is the largest
dog-only expo in the Midwest!

About Us:

The I Love My Dog Expo is a benefit event for Domesti-PUPS, a 510c3 nonprofit organization that provides therapy, classroom dogs and assistance dogs for the disabled across the U.S.

Did you know?

Domesti-PUPS volunteers donate over 45,000 community service hours each year. That equates to over ONE MILLION dollars worth of services provided to those in need.





Dates: Saturday, February 25
Sunday, February 26

Location: Lancaster Event Center, Pavillion I
84th & Havelock Streets
Lincoln, NE

Show Hours: Saturday 9am-4pm & Sunday 11am-4pm

Activities: Live Entertainment, Demonstrations,
Pet Photos, Rescue Roundup and MORE!

Admission: 8 dollars Adults; Children under 10 - FREE

Event Promotions:

- Billboard
- Radio
- Live Remote
- TV
- Newspaper
- Press Releases
- Social Media
- Website
- Tourism Websites



In addition to standard event advertising, over 60 vendors will also promote the event through their media channels. It is in their best interest to bring more audience to the event, which in turn promotes your brand too!

With an nine-year proven track record,
here is your chance to reach that coveted
25-49 year old audience over a two-day period.

Experience the Trust, action and engagement
this audience offers!



Did you know?

Pet owners support businesses that support pet related causes!

The
I Love My Dog Expo
is an unbeatable, locally
produced, one-stop
venue for pet products
and services.

In addition to more than 60
exhibits of pet related
products and services, there
will be fun, hourly
entertainment and
demonstrations for the whole
family covering 84,000
square feet of indoor space.





I Love My Dog Expo

largest exposition for dog lovers in the region and is already established as a Midwestern tradition.

It is a profitable experience for vendors and fun for attendees!

Our passion for the human animal bond helps businesses grow through our loyal audience and helps you meet your marketing goals.

About the Event:

Dog lovers bring their dogs to this winter indoor event each year to speak to vendors, enjoy family-friendly entertainment, and learn about animal organizations and to purchase exciting pet products and related services.



Every year thousands of dog lovers and their friends and families visit the expo.

About the Event:

The event targets the 60-billion dollar pet industry which equates to over 322 million in Nebraska alone!

Vendors are a crucial element to the success of the event. we acknowledge the importance of exposing brands at the event to drive revenue to your business.

Did you know?

Over 65 percent of all households own a pet.



Featured 2017 Entertainment:



KC Disc Dogs teams enjoy the canine sport of canine frisbee for fun and competition. They have performed over the years for sporting events such as the KC Royals, Chiefs and Wizards along with corporate parties and events.

Why Sponsor?

- Exhibition leads are 38 % less expensive to close and 31% less expensive to contact.
- Average cost to close a personal sale is 17 times more expensive than an exhibition lead.
- 76 % of attendees rate face-to-face interaction as very important. Exhibitions are the number one place where buyers and sellers meet.
- Pet owners support businesses that support pet related causes.





Did you know?

- According to the 2015-2016 APPA National Pet Owners Survey, 62.5 percent of homes include a pet.
- Pet ownership in the U.S. is at an all-time high.
- 32 percent of dog owners take their pets with them in the car when they are away for two or more nights.
- Six out of ten pet owners consider their pets to be family members.

Did you know?

- Significantly more pet owners are married compared to the rest of the population.
- Pet owners are more likely to have children under 18 in the home.
- Pet owners are slightly more affluent, earning a median HH income of 55,100 dollars



**If this is your target market,
what are you waiting for?**



You will be supporting not only a pet related cause, but a human services cause, as **Domesti-PUPS serves a variety of populations:**

- Rescue Dogs
- Children
- Adults
- Families
- Incarcerated Adults
- Elderly Persons
- Physically Disabled Children & Adults
- Mentally Disabled Children & Adults





Top Dog Sponsor

Each day, the I Love My Dog Expo is jam-packed with entertaining events and demonstrations. Here is your chance to associate your company brand with the area where these popular events are held throughout the two day event.

Investment: 5,000 dollars

Includes:

- 20x20 booth in high traffic area
- Logo on promotional advertising
- Live showcase segments to feature your brand surrounding main event entertainment
- Booth event signage
- Brand mentions throughout the event
- 1,500 attendee bag insertions
- Featured on event website sponsor page
includes logo & 200 words of copy
- Listing & featured ad on event website vendor page

inclusion based on date contract is submitted.



Best in Show Auto Sponsor

Our loyal audience wants safe, reliable vehicles to transport their precious pets. Showcase your auto brand by displaying up to three vehicles during this event.

Investment: 3,500 dollars

Includes:

- Skirted information table
- Booth event signage
- Brand mentions throughout the event
- Display up to 3 vehicles during the event
- Featured on event website sponsor page
- Listing & featured ad on event website vendor page

An EXCLUSIVE SPONSORSHIP OPPORTUNITY!



Best in Show Sponsor

If you want your brand in the hands of a targeted audience, then the Best in Show sponsorship is for you. Provide us with your giveaways and we'll insert them into attendee bags throughout the two-day event.

Investment: 2,500 dollars

Includes:

- 10x20 booth
- Booth event signage
- Brand mentions throughout the event
- 1,000 attendee bag insertions
- Featured on event website sponsor page
- Listing & featured ad on event vendor page



Rescue Roundup Sponsor

If dog rescue efforts tug at your heartstrings, then sponsor our noon Rescue Roundup activities each day. During the noon hour, various rescue groups will showcase foster dogs that are seeking their forever homes. Our attendees are very loyal to those who support canine causes!

Investment: 2,000 dollars

Includes:

- 10x10 booth
- Booth event signage
- Brand mentions throughout the event
- Feature mentions before, during and after the Rescue Roundup each day
- Featured on event website sponsor page Sponsorship mention on event website
- Listing & featured ad on event website vendor page



Best of Winners Sponsor

Increase your brand awareness while supporting the benefits of the human animal bond.

Investment: 1,500 dollars

Includes:

- 10x10 corner booth
- Booth event signage
- Brand mentions throughout the event
- Featured on event website sponsor page
- Listing on event website vendor page
- Featured ad on event website vendor page



CUSTOM SPONSORSHIPS

We believe that creativity is at the core of building a successful sponsorship and raising corporate awareness. If you have an idea that is not listed, or want to negotiate certain benefits, please contact us to customize a sponsorship that meets your needs.

Call us: 402-465-4201

Email us: info@domesti-pups.org