

Andrea Lyn 
EVENTS

Sponsorships

BAGS
'N WAGS

JUNE 14TH, 2025



Benefiting:





**A community comes together – dog lovers connect – lives are changed,
one wag at a time.**

Bags 'n Wags is more than just an event—it's a community-driven celebration bringing together dog lovers from across mid-Missouri. Designed to support local animal welfare organizations, this event creates a unique opportunity for businesses and organizations to connect with an engaged audience of pet owners and advocates. By sponsoring Bags 'n Wags, you'll be directly supporting the lifesaving efforts of Central Missouri Humane Society, The Spay Neuter Project - No Kill Columbia, and Columbia Second Chance while gaining valuable exposure to a passionate and loyal community.

This fun-filled day will feature pet adoptions, exciting competitions, local pet-friendly vendors, and an outdoor movie under the stars, all designed to create meaningful connections between pet lovers and the businesses that support them. Whether attendees are looking to adopt a pet, explore the latest in pet care, participate in some pawsome competitions, or simply enjoy a day of canine companionship, Bags 'n Wags provides an ideal setting to showcase your commitment to community engagement and animal welfare.

Sponsorship of this event offers a unique platform to enhance your visibility, demonstrate corporate social responsibility, and build goodwill with a dedicated audience of pet lovers. With promotional opportunities, on-site brand presence, and direct interaction with attendees, your support will help make Columbia a better place for pets and the people who love them—one wag at a time.

We can't wait to partner with you!



The Festival Map



June 14, 2025

4:00pm

Event Begins

4:30pm



Cornhole Competition Begins

4:45pm



Pet & Parent Contest Begins

5:30pm



Pet Olympics

6:30pm



Pet Show Begins

8:45pm



The Secret Life of Pets

10:30pm

Event Concludes

All Pets must be on a leash during the ENTIRE event unless inside the Play Area. Owners are responsible for their pet's behavior and any incident caused by a pet will be the owner's responsibility.

- Restrooms
- Build a Doghouse
- Live Music
- Food & Bev Locations
- Fenced Dog Play Area
- Pet Craft Area
- Pet Water Station
- Vendor Booths Entire Square
- 50 / 50 Raffle
- Road Closed
- Photo Area
- Non-Profit Booths





The Sponsorships

Foundation Level - \$2000 - \$4000

Presenting & Awards Sponsorships

Our top-tier opportunity to champion local creators and small businesses. Sponsors receive a full booth and comprehensive marketing exposure, positioning their brand as a pivotal supporter of community entrepreneurship.

Attractions Level - \$1500

Pet Olympics | Pet Show | Cornhole Competition
Pet / Parent Costume Contest | Movie Sponsor

Our mid-tier opportunity to demonstrate commitment to community support and social responsibility. Sponsors receive a full booth and strategic placement around the market beside the Non-Profit area and the three key market experiences that draw and engage visitors.

Activities Level - \$500 - \$1000

Live Music | Pet Play Area | Kids Activity Area

Our ground roots-tier opportunity to support and uplift the community. These sponsorships come with a display booth and strategic placement in pre-event marketing and at key spots during the market through activities that engage visitors of all ages.



Foundation Level

Presenting Sponsorship

Join us in celebrating the incredible bond between pets and their people at the inaugural Bags & Wags Festival. Your presenting sponsorship will help create an unforgettable community event while showcasing your brand's commitment to pets and their families in mid-Missouri.

Pre-Event Exposure

- **Featured** as Presenting Sponsor on Bags & Wags Festival website
- **Premium** logo placement on all event marketing including TV, radio, digital and social media
- **Featured** in social media as the Presenting Sponsor
- Minimum of 4 **dedicated** feature posts leading up to event
- **Tagged** in relevant event promotion posts
- **Exclusive** recognition in pre-event communication including vendor communication and attendee communication
- **First right of refusal** for 2026 Presenting Sponsorship

Day-of Event Exposure

- **Exclusive** presenting sponsor rights for 2024 Bags & Wags Festival
- **Premium** space allocation in high-traffic area
- **Opening ceremony** speaking opportunity
- **Awards ceremony** participation
- **Prominent** signage placement throughout festival grounds
- **Logo featured** on event map and schedule
- **Recognition** during stage announcements throughout the day
- **Opportunity** to provide branded materials/items
- **10 complimentary** entries for Pet Olympics/Pet Show competitions



Your Sponsorship Valuation

We want you to feel pride in your sponsorship of this community event. Below you'll find the value of each sponsorship perk your business will receive.

Perk Provided	Perk Value
Featured on event website, marketing signage and vendor guide	\$1750
Featured on Event Social Media	\$1250
Prominent Signage at Event	\$1000
Marketing Material Provided to Makers	\$600
Presenting Sponsor Rights at each of the 2025 Markets	\$400



Your Investment

\$4000 cash

At Bags & Wags Festival, we take our event sponsorships seriously. We believe in breaking through the old school "logo farming" and providing tangible, interactive benefits for our sponsors. If you are interested in this sponsorship but have a different idea for a potential perk, let us know! We're more than happy to customize our sponsorships to meet the needs of our sponsors.

Foundation Level

Awards Sponsorship

Help us celebrate the achievements of our furry friends and their humans as the official Awards Sponsor of the Bags & Wags Festival. Your sponsorship will be highlighted across multiple ceremony moments throughout the day, from Pet Olympics medals to Costume Contest recognition.

Pre-Event Exposure

- **Featured** on Bags & Wags Festival website as Awards Sponsor
- **Inclusion** in select event marketing materials
- Social media **recognition**
- Minimum of 2 **dedicated** feature posts
- **Tagged** in awards-related promotional content
- **Recognition** in participant communication for competition events

Day-of Event Exposure

- **Prominent** role in all awards ceremonies
- **Dedicated** space for brand presence
- Logo **placement** on all award ceremony backdrops
- **Speaking opportunity** during major award presentations
- **Logo** on competition certificates/ribbons where applicable
- 5 **complimentary** entries for Pet Olympics/Pet Show competitions



Your Sponsorship Valuation

We want you to feel pride in your sponsorship of this community event. Below you'll find the value of each sponsorship perk your business will receive.

Perk Provided	Perk Value
Featured on event website, marketing signage and vendor guide	\$900
Featured on Event Social Media	\$600
Prominent Signage at Event	\$500
Marketing Material Provided to Makers	\$300
Presenting Sponsor Rights at each of the 2025 Markets	\$200



Your Investment

\$2000 cash

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Attractions Level

Pet Olympics Sponsorship

Pet Show Sponsorship

Cornhole Competition Sponsorship

Pet / Parent Costume Contest Sponsorship

Movie Sponsorship

Pre-Event Exposure

- **Featured** on Bags & Wags Festival website as area sponsor
- **Inclusion** in event marketing materials including TV, radio, and digital
- Social media **recognition** package:
- Two **dedicated** posts about your sponsored area
- **Tagged** in related content and announcements
- **Inclusion** in event previews
- **Recognition** in all participant registration and communication materials for your area
- Logo **inclusion** in festival schedule and map

Day-of Event Exposure

- "[Your Area] presented by [Your Brand]" naming rights
- **Prominent** branded signage in your sponsored area
- **Dedicated** space for brand activation near your area
- **Recognition** during all related announcements
- **Complimentary** entries/participation opportunities
- **Opportunity** to provide branded materials specific to your area
- Staff presence **opportunities**
- **Input** on area activities where applicable



Your Sponsorship Valuation

We want you to feel pride in your sponsorship of this community event. Below you'll find the value of each sponsorship perk your business will receive.

Perk Provided	Perk Value
Featured on event website, marketing signage and vendor guide	\$700
Featured on Event Social Media	\$500
Prominent Signage at Event	\$400
Marketing Material Provided to Makers	\$275

Valued @
\$1875

Your Investment

\$1500 cash

At Bags & Wags Festival, we take our event sponsorships seriously. We believe in breaking through the old school "logo farming" and providing tangible, interactive benefits for our sponsors. If you are interested in this sponsorship but have a different idea for a potential perk, let us know! We're more than happy to customize our sponsorships to meet the needs of our sponsors.

Activities Level

Live Music Sponsorship Pet Play Area Sponsorship

Pre-Event Exposure

- **Featured** on Bags & Wags Festival website as area sponsor
- **Inclusion** in select event marketing materials
- Social media **recognition** package:
- One **dedicated** post about your sponsored area
- **Tagged** in related content and announcements
- **Inclusion** in event previews
- **Recognition** in event schedule and promotional materials
- Logo **inclusion** in festival map

Day-of Event Exposure

- "[Your Area] presented by [Your Brand]" naming rights
- **Branded** signage in your sponsored area
- **Dedicated** space for brand activation
- **Recognition** during festival announcements
- Staff presence **opportunities**
- **Input** on area programming



Your Sponsorship Valuation

We want you to feel pride in your sponsorship of this community event. Below you'll find the value of each sponsorship perk your business will receive.

Perk Provided	Perk Value
Featured on event website, marketing signage and vendor guide	\$450
Featured on Event Social Media	\$350
Prominent Signage at Event	\$250
Marketing Material Provided to Makers	\$200

Valued @
\$1250

Your Investment

\$1000 cash

At Bags & Wags Festival, we take our event sponsorships seriously. We believe in breaking through the old school "logo farming" and providing tangible, interactive benefits for our sponsors. If you are interested in this sponsorship but have a different idea for a potential perk, let us know! We're more than happy to customize our sponsorships to meet the needs of our sponsors.