



**Pawsitively  
Elgin  
07.23.2022**



Pawsitively Elgin (PAWS) is a 100% volunteer-driven organization. We hold a one-day annual dog festival in the beautiful Springwater Conservation Area. The festival was created to bring awareness to dog adoption and animal rescues, not just in Elgin County, but across Ontario and Canada.

PAWS is run by a Trust and all funds raised through the event are donated to the named beneficiaries for the event year. Over the past 2 “pandemic” years, we have been raising money through online events and have been able to help not only our beneficiaries, but also other Ontario rescues with money towards their vet bills and sending items for their fundraising events. To date we have raised and distributed over \$30,000 to rescues.

**A Pupper Festival, Doggo Jamboree, or a Fur-Kid Carnival - whatever you call it, we're going to make your dog feel like a ROCKSTAR!**

We are the largest dog event in Elgin County. Established in 2017 with our first event in July 2018, our event increased in size roughly by 25% the following year and after coming out of a 2-year pandemic, we project this year’s event will exceed 25%.

Each year at the end of July in the beautiful Springwater Conservation Area, we rent the entire 6 acres of the “Day Use and East Campground” for the day which includes the stage, concession stand and the pond and beach area. Springwater is located between St. Thomas and Aylmer Ontario, which is roughly in the centre of Elgin County. Attendees and exhibitors have traveled from as far as Toronto, Barrie, Windsor and Bracebridge to attend, and others as close as the West Campground of Springwater.

We are excited for our 2022 entertainment lineup! We have The Flying Furballs, Details Agility, the Aylmer Disc Dogs, a Lure Course and Dock Diving. Entertainment is scheduled across the entire day along with contests on the stage for the attendees and their dogs, with fabulous prizes donated by sponsors and exhibitors. Our "Smooch a Pooch" photo booth is a huge hit every year.

Our exhibitors and sponsors enjoy large campground sites. They are always thrilled to hear that they can pull their vehicles up and park behind their tents if they want. We have direct sales reps and crafters as well as local businesses join us. We also have a Kid Entrepreneur (grade 12 or under) program which gives kids with proven businesses a free site. Nonprofits and animal rescues are also given a free site. There are a limited number of sites for both.

As a sponsor of our event, you not only receive what is outlined in our Sponsor Chart on page 3, you also get a day in the great outdoors with people who are as passionate about dogs as your company is. We want to make Pawsitively Elgin 2022 the best one yet, not only for our rescues, but for the community. It’s been a rough couple of years, and nothing brings people together more than a beautiful day, fresh air, friends and family, good food, browsing and shopping and lots and lots of dogs.

We look forward to spending a day in the park with you!

**The Pawsitively Elgin Committee**



### **TITLE SPONSOR: \$2,500 (1 opportunity available)**

- Sponsorship exclusivity
- First choice of 2 sites
- Extra Large business logo on all printed and social media promotions, including newspaper advertising
- Business logo on PAWS website with sponsor level
- Prominent park entrance \*banner
- \*Banner on The Stage and the Photo Booth
- Additional \*banners around the park: 5

### **SPORTS SPONSOR: \$1,200 (1 opportunity available)**

- Second choice of site
- Large business logo on all printed and social media promotions
- Business logo on PAWS website with sponsor level
- Prominent park entrance \*banner
- \*Banner on The Dock and The Lure Course
- Additional \*banners around the park: 4

### **GOLD SPONSOR: \$800**

- Unlimited opportunities
- Third choice of site (in order of signing)
- Large business logo on all printed and social media promotions
- Business logo on PAWS website with sponsor level
- Park entrance \*banner
- Additional \*banners around the park: 3

### **SILVER SPONSOR: \$600**

- Unlimited opportunities
- Fourth choice of site (in order of signing)
- Medium business logo on all printed and social media promotions
- Business logo on PAWS website with sponsor level
- Park entrance \*banner
- \*Banners around the park: 2

### **BRONZE SPONSOR: \$400**

- Unlimited opportunities
- Fifth choice of site (in order of signing)
- Small business logo on all printed and social media promotions
- Business logo on PAWS website with sponsor level
- \*Banners around the park: 1

**\*Banner – supplied by sponsor**



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Website: <https://www.pawsitivelyelgin.com/>

Facebook: <https://www.facebook.com/pawsitivelyelgin>



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