

Pawpalooza Market Sponsorship Opportunities

 Join Us for a Celebration of Pets and Pet Lovers in the Triangle! 

Pawpolooza, hosted by Shop Local Raleigh, is the ultimate event for animal lovers and local businesses. Featuring pet-related vendors, local rescues, and food trucks, this one-day event is designed to spotlight pet passion and community connection.

From dog treats and cat toys to grooming services, adoptions, training demos, and pet-friendly vendors, there's something for everyone. This is your opportunity to connect directly with engaged pet owners, support local businesses, and showcase your brand in a meaningful way.

Why Sponsor the Pawpalooza Market?

- Build brand loyalty in the thriving pet and lifestyle markets
- Connect with pet lovers, families, and small business supporters
- Engage directly with consumers in a family-friendly atmosphere
- Be recognized as a supporter of animal welfare and local economic growth
- Benefit from Shop Local Raleigh's extensive marketing reach

Contact Us to Secure Your Spot!

To secure your sponsorship or discuss custom packages, please contact us at contactus@shoplocalraleigh.org.

Sponsorship Levels

Title Sponsor – \$1,000 *(unavailable)*

- Naming rights as Title Sponsor: "Pawpalooza presented by [Your Business]"
- Option to have up to a 10×30 brand activation space at the event (if more space is needed, let's talk!)
- Mention in press release
- Minimum of 5 shout-outs on Facebook and/or Instagram pages (pre/during/post event)

- Logo Inclusion On:
 - All event signage
 - Event sponsor page with hyperlink
 - E-newsletter promotions to 50K+ subscribers
 - Facebook sponsor photo album with tag

Rescue Row – \$700

- Rescue Row Sponsor - branded signage with QR code at entrance of and throughout Rescue Row zone
- Option to have up to a 10×20 brand activation space at event
- Mention in press release
- Minimum of 2 shout-outs on Facebook and/or Instagram pages (pre/during/post event)
- Logo Inclusion On:
 - Rescue Row Zone signage
 - Event sponsor page with hyperlink
 - E-newsletter promotions to 50K+ subscribers
 - Facebook sponsor photo album with tag

Tail Wagger Photo Booth Sponsor – \$400

- Photo Booth area sponsor - logo on area signage
- Option to have up to a 10×10 brand activation space at event
- Mention in press release
- Minimum of 1 shout-out on Facebook and/or Instagram pages (pre/during/post event)
- Logo Inclusion On:
 - Photo Booth Area Signage
 - Event sponsor page with hyperlink
 - E-newsletter promotions to 50K+ subscribers
 - Facebook sponsor photo album with tag

Pet Hydration Station Sponsors - \$200

- Option to have up to a 10×10 brand activation space at event
- Mention in press release

- Minimum of 1 shout-out on Facebook and/or Instagram pages (pre/during/post event)
- Logo Inclusion On:
 - Water Bowl Stations
 - Event sponsor page with hyperlink
 - E-newsletter promotions to 50K+ subscribers
 - Facebook sponsor photo album with tag

Pet Relief Sponsor - \$200

- Option to have up to a 10×10 brand activation space at event
- Mention in press release
- Minimum of 1 shout-out on Facebook and/or Instagram pages (pre/during/post event)
- Logo Inclusion On:
 - Pet Relief Area
 - Event sponsor page with hyperlink
 - E-newsletter promotions to 50K+ subscribers
 - Facebook sponsor photo album with tag