

# 2024 Independent & Neighborhood Pet Retail Association Sponsorship Opportunities

Event & Dates	Sponsoring	Description	# Available	Cost	
IndiePet events at <b>Global Pet Expo</b> Mar 20-22, 2024	<b>IndiePet's on-location Board Meeting</b> Mar 19 (day before show opens)	Dedicated time (15 min) to connect in-person with IndiePet's 10 retail-member board.	5	\$2,500	
IndiePet events at <b>SuperZoo</b> Aug 13-16, 2024	<b>IndiePet's Update Meeting &amp; Reception</b>	Sponsorship recognition in meeting presentation and event signage for audience of ~350.	5	\$5,000	
	<b>IndiePet's on-location Board Meeting</b> Aug 13	Dedicated time (15 min) to connect in-person with IndiePet's 10 retail-member board.			
	<b>IndiePet's Retailer Breakfast and presentation</b> Aug 15	Sponsorship recognition in meeting presentation and event signage for audience of ~120 and two seats at event.	5	\$3,000	
<b>Neighborhood Pet Store Day</b> Sep 28, 2024	<b>The Neighborhood Pet Store Day event</b> Three levels of sponsorship available	Consumer-facing national awareness campaign and celebration of independent pet retailers – expected participation to exceed 1,000 pet retail businesses.			
		<b>1. Supporter</b>	<u>Full participation in campaign</u>	30	\$2,500
		<b>2. Promoter</b>	<u>Full participation in campaign + customized outreach</u>	15	\$5,000
		<b>3. Superstar</b>	<u>Full participation in campaign + boosted customized outreach</u>	5	\$10,000

Neighborhood Pet Store Day Sponsorship Details on the following pages





# Neighborhood Pet Store Day Sponsorship Level – **Supporter**

# Available: 30

Cost: \$2,500



## Supporter Level Sponsor Benefits

**Recognition and Appreciation** – **your company/brand logo will be displayed, and you will be recognized as an Indie supporter on:**

- The Neighborhood Pet Store Day consumer-facing website (over 4,000 visitors in 2023, more expected in 2024)
- The IndiePet website (on average, about 17,000 visits per year and increasing)
- Participant RSVP confirmation emails
- Signage displayed at IndiePet's SuperZoo reception attended by ~350 indie-friendly industry people and Retailer Breakfast attended by ~100 retailers and at IndiePet tradeshow booths

### Marketing Support:

- Astro promotion to Astro subscribers
- Promoboxx Tier 1 services package valued at over \$2,500 that includes:
  - Downloadable, custom social media campaign designed by Promoboxx
  - Post event analysis report including retailer and consumer results
  - Discount of \$2,500 on other Promoboxx services
- Unlimited use of Neighborhood Pet Store Day logo and graphics for posting or printing
- Ready-to-use Neighborhood Pet Store Day social media posts created by IndiePet for your use
- Use of Neighborhood Pet Store Day logo to incorporate into your business promotional materials/swag

### Social Media Promotion by Neighborhood Pet Store Day:

- Neighborhood Pet Store Day team created video that includes your logo
- Neighborhood Pet Store Day shared stories, blogs and articles posted that includes @mention of your business and link to your social channel(s)
- Neighborhood Pet Store Day team created content that includes @mention of your business and link to your channel(s) – 2 posts



# Neighborhood Pet Store Day Sponsorship Level – Promoter

# Available: 15

Cost: \$5,000



## Promoter Level Sponsor Benefits – Everything in Supporter Level, PLUS:

### Recognition and Appreciation

- Two 7' x 3' standing Neighborhood Pet Store Day banner signs for your Global Pet Expo booth and your SuperZoo booth (one for each show)
- Your company/brand logo included in IndiePet's monthly newsletter (~1400 subscribers) and recognition as an event sponsor from the time sponsorship is secured through September 2024

### Marketing Support:

- 100 Neighborhood Pet Store Day logo buttons or stickers to give to retailers at each major tradeshow
- Promoboxx Tier 2 services package valued at over \$5,000 that **includes everything in Tier 1, PLUS:**
  - Your company/brand logo included in Promoboxx's September Pet Car in-app Billboard
  - Additional \$2,500 discount on other Promoboxx services



# Neighborhood Pet Store Day Sponsorship Level – **Superstar**

# Available: 5

Cost: \$10,000

## **Superstar Level Sponsor Benefits – Everything in Supporter AND Promoter levels, PLUS:**



### **Recognition and Appreciation:**

- Stand-alone advertisement space for your product/brand promo or other as agreed upon in IndiePet newsletter monthly from the time sponsorship is secured through September 2024

### **Marketing Support:**

- Promoboxx Tier 3 services package valued at over \$7,500 that **includes everything from Tiers 1 & 2, PLUS:**
  - Your company/brand logo included in Promoboxx's September Pet Care newsletter
  - Access to paid advertising features
  - Additional \$2,500 discount on other Promoboxx services
- One 7' x 3' custom tradeshow booth sign incorporating your brand with the Neighborhood Pet Store Day message
- Support from the IndiePet marketing team and event committee for your marketing team to develop a year-long campaign positioning you as major supporter of independent pet
- Up to three direct emails on your behalf to IndiePet retail members and Neighborhood Pet Store Day participants commencing from the time sponsorship is secured through September 2024
- Custom tags for event specials in IndiePet's Open Catalog giving recognition of your support

### **Social Media Promotion:**

- IndiePet team will provide creative and outreach support to your social media team for shareable social media posts



# Neighborhood Pet Store Day Sponsorship Promoboxx Detail

<p><b>Supporter level sponsorship</b></p>	<ul style="list-style-type: none"> <li>▶ Custom social media campaign with unlimited asset uploads</li> <li>▶ Post-event wrap report, including retailer + Consumer results</li> <li>▶ \$2,500 discount to other Promoboxx services</li> </ul>
<p><b>Promoter level sponsorship</b></p>	<ul style="list-style-type: none"> <li>▶ Custom social media campaign with unlimited asset uploads</li> <li>▶ Post-event wrap report, including retailer + Consumer results</li> <li>▶ Brand + logo included in our September Pet Care In-App Billboard</li> <li>▶ \$5,000 discount to other Promoboxx services</li> </ul>
<p><b>Superstar level sponsorship</b></p>	<ul style="list-style-type: none"> <li>▶ Custom social media campaign with unlimited asset uploads</li> <li>▶ Post-event wrap report, including retailer + Consumer results</li> <li>▶ Brand + logo included in our September Pet Care In-App Billboard</li> <li>▶ Brand + logo included in our September Pet Care Newsletter</li> <li>▶ Access to utilize Paid Advertising features</li> <li>▶ \$7,500 discount to other Promoboxx services</li> </ul>

# How to secure your IndiePet 2024 Sponsorships

Reach out to IndiePet in any of the following ways to reserve your sponsorships for 2024:

- Contact Todd Dittman, Executive Director [todd.Dittman@indiepet.org](mailto:todd.Dittman@indiepet.org)
- Contact Linda Coleman, Operations Manager [linda@indiepet.org](mailto:linda@indiepet.org)
- Complete the Sponsorship Reservation form [IndiePet 2024 Sponsorships](#)