

SPONSORSHIP OPPORTUNITIES

SUNDAY OCTOBER 6, 2019
DOWNTOWN LOS ANGELES



Experiential pop-ups like The Museum of Ice Cream and The Color Factory have drawn over **1.1 million attendees**

These attendees are mostly millennials, **but none of these events are focused on pet owners.**

On October 6, 2019, that changes.

**SHIBA BLOCK
PAWTY** IS THE
FIRST VIRAL PHOTO
POP-UP AND
MEETUP FOR
MILLENIAL
SHIBA INU OWNERS
AND ENTHUSIASTS

PHOTO-OPS TOYS
VENDORS MUSIC





Shiba Beach Day Spring 2019



Reach

Responses

Audience

Demographics

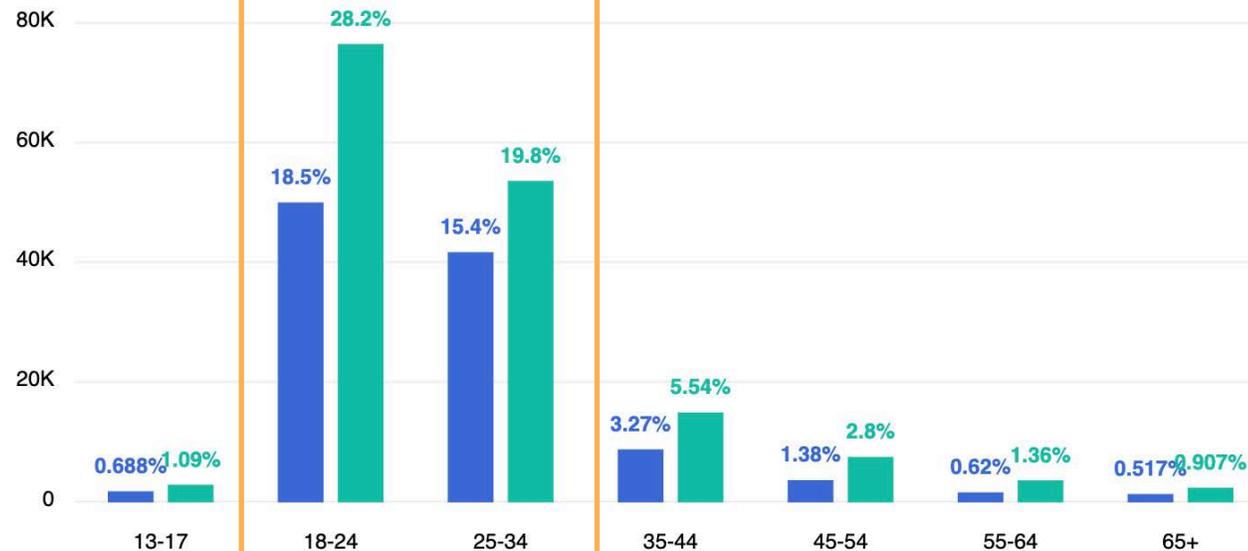
age and gender

Location

city

People reached ▾

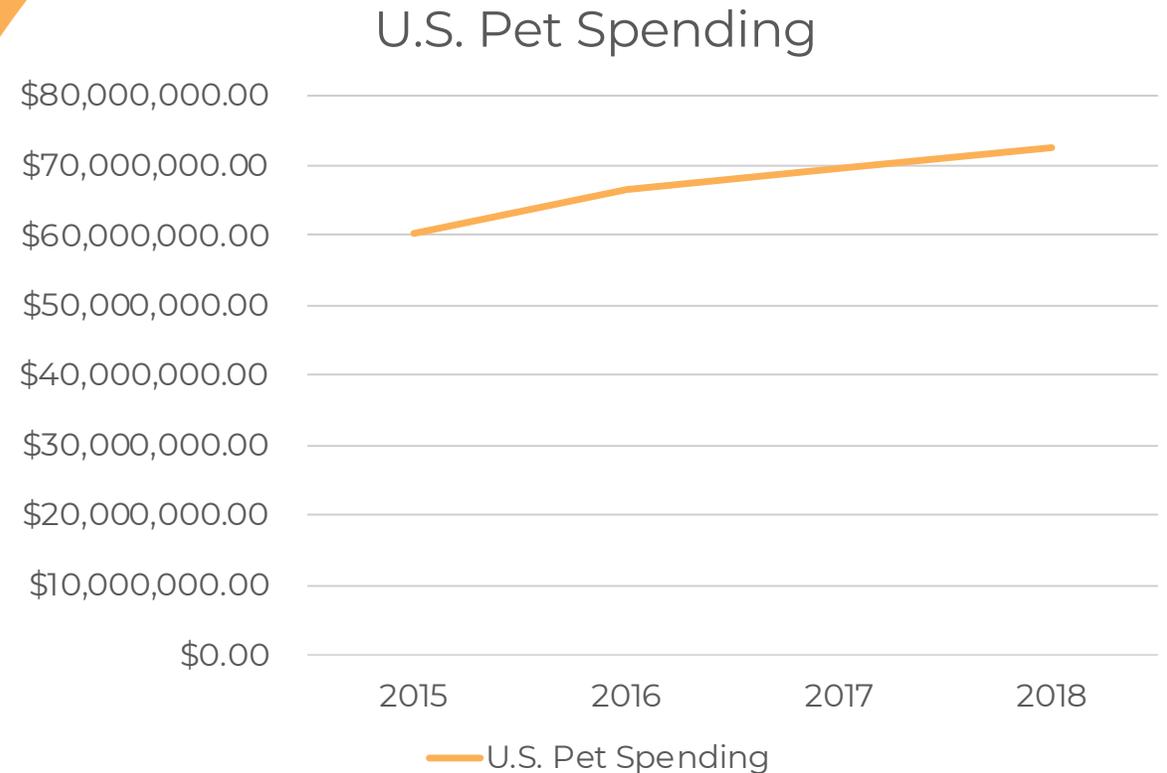
40% Men 60% Women



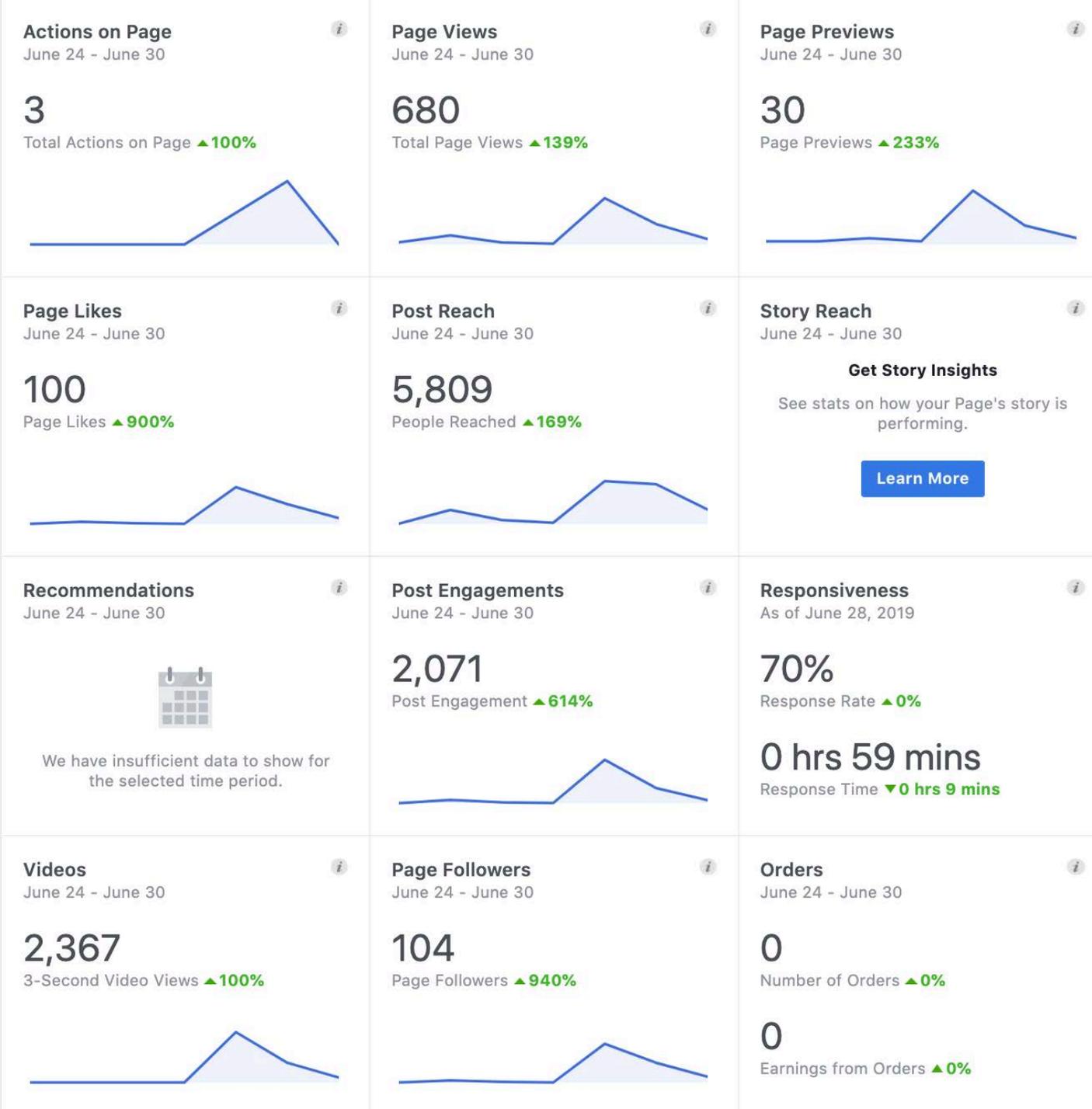
OUR AUDIENCE:
MILLENNIAL DOG OWNERS

MILLENNIAL DOG OWNERS SPEND GENEROUSLY ON THEIR PETS

- Last year, Americans spent an all-time high of **\$73 Billion** on their pets.
- Individually, **each millennial dog owner spent \$1,285** on their fur baby.



[Pet Industry Market Size & Ownership Statistics](#)
[“Millennials and Their Fur Babies”](#) - TD Ameritrade



PUT YOUR BRAND
IN FRONT OF
THOUSANDS OF
BUYERS DIGITALLY

PLUS, ENGAGE
WITH HUNDREDS
IN-PERSON AT THE
POP-UP

ENGAGE WITH HUNDREDS OF BUYERS **IN-PERSON** AT OUR POP-UP

Shopify calls memorable in-store **experiences** one of seven **key retail trends**.

Let's create a delightful experience for our audience and a memorable activation for your brand.

What Retailers Can Learn From The Museum Of Ice Cream's Sweet Success

by Karin Eldor · Case Studies

Aug 22, 2018 · 8 minute read · Leave a comment



In an era where retailers are whipping up new strategies to get people inside stores and increase foot traffic, the Museum of Ice Cream mastered bringing in the crowds — with viral buzz as the cherry on top.

<https://www.shopify.com/retail/museum-of-ice-cream>

SPONSORSHIP PACKAGES

1

ART PARTNER

Your Branding and Product
Featured in a Large-Scale Photo
Station

2

VENUE SPONSOR

Your Branding and
Messaging on Signage
Throughout the Venue

3

PHOTOGRAPHY SPONSOR

Your Branding and a Short
Message on Digitally Distributed
Official Event Photos

4

SOCIAL SPONSOR

Sponsored Social
Media Posts

5

SWAG BAG

Your Products Featured
in Goodie Bags

SPONSORSHIP PACKAGES

1 ART PARTNER \$750

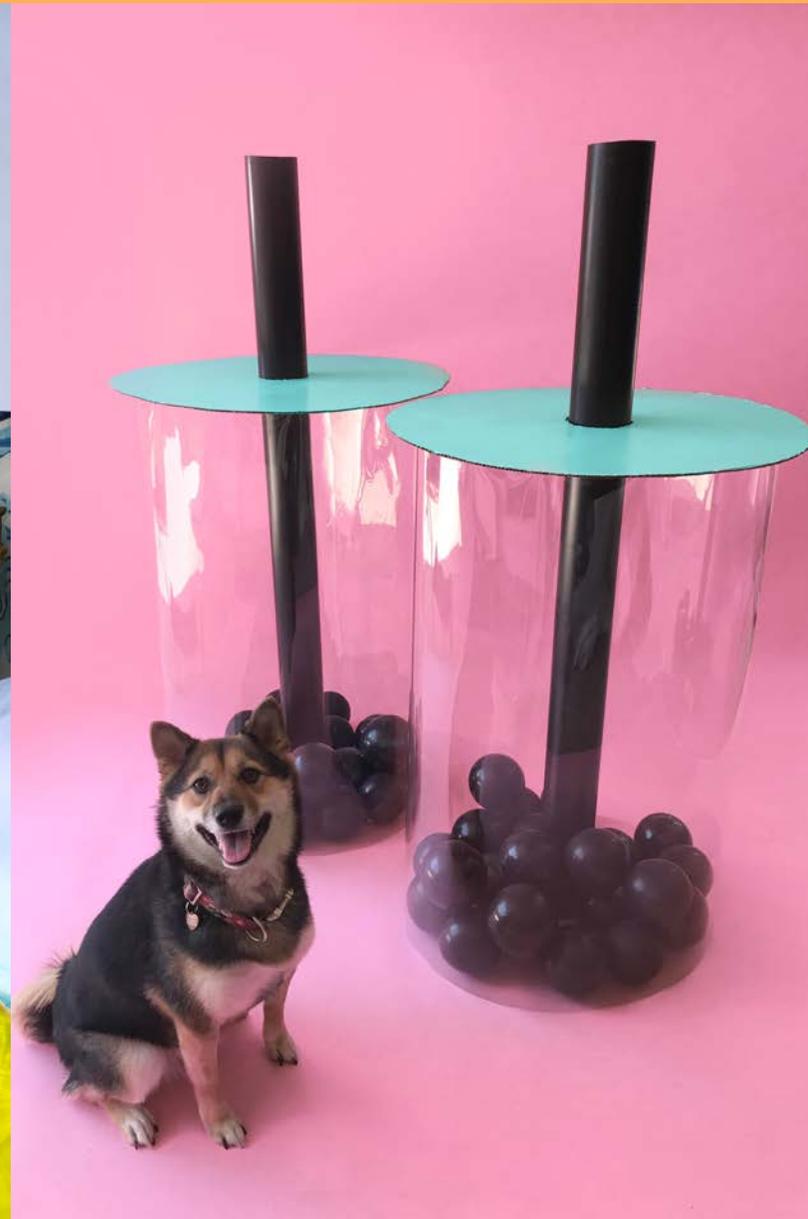
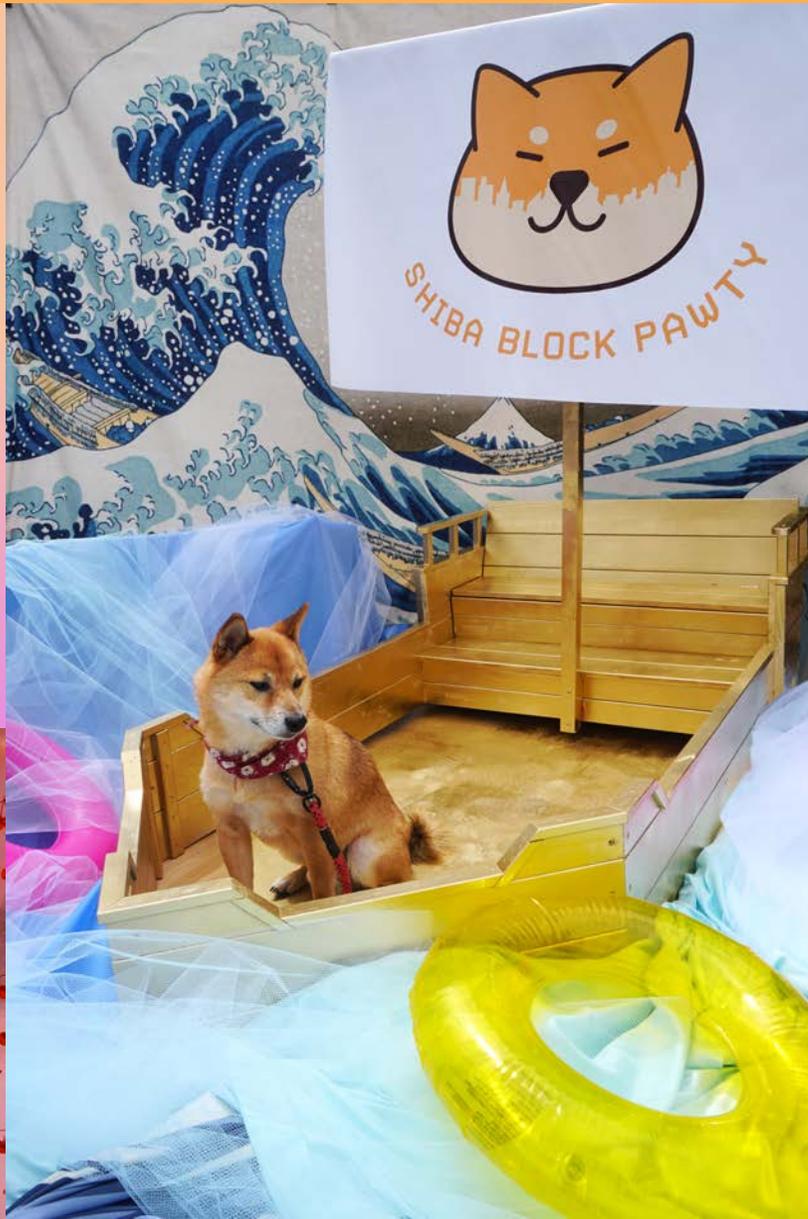
- **Be a part of the main event:**
- Your branding and product featured in one of six photo stations – the things everyone came to take pictures with
- **Engage with our audience in a deeply interactive, memorable, and shareable way**
- Includes:
 - Promo and link placement in our post-event email
 - Promo and link placement on the ticket confirmation page
 - Logo and website placement on event ticket
 - 2 pre-event and 1 day-of social posts with an estimated >200,000 impressions
 - Additional impressions from attendees' social posts
 - Table space adjacent to your installation
 - Option to secure additional vendor space at a discount
 - **Professional photos of your installation with guests for use in your own marketing campaigns**
- ~~2 Spots Available~~ 1 Spot Available!



SPONSORSHIP PACKAGES

1 ART PARTNER

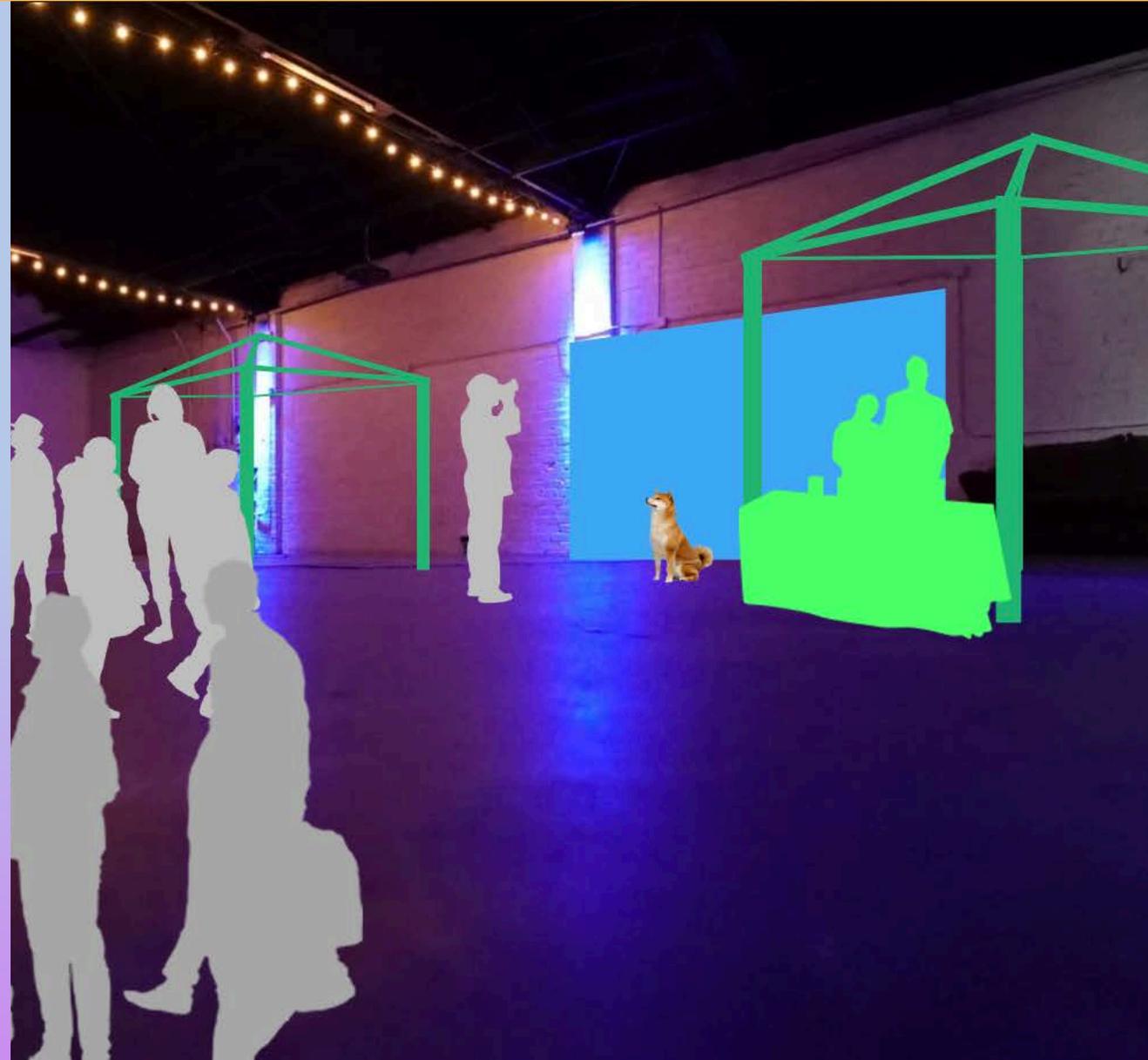
- Original constructions (example right) will be built using experience from a BA in Design|Media Arts from the UCLA School of Arts and Architecture
- Suggested concepts (below, for illustration only) include a doggie bowl ball pit, or your product as a repeated background
- Bold, unique designs tailored to showcase your brand and product!



SPONSORSHIP PACKAGES

2 VENUE SPONSOR \$400

- **Be part of the action:**
- 10x10' space for a booth or tables
- Includes, for the **first four** Venue Sponsors only:
 - Promo and link placement in our post-event email
 - Promo and link placement on the ticket confirmation page
 - Logo and website placement on event ticket
- Includes, for all:
 - 2 pre-event and 1 day-of social posts with an estimated >200,000 impressions
 - Additional impressions from attendees' social posts
 - Option to secure additional vendor space at a discount
 - Professional photos of your display with guests for use in your own marketing campaigns
- **3 Spots Available**

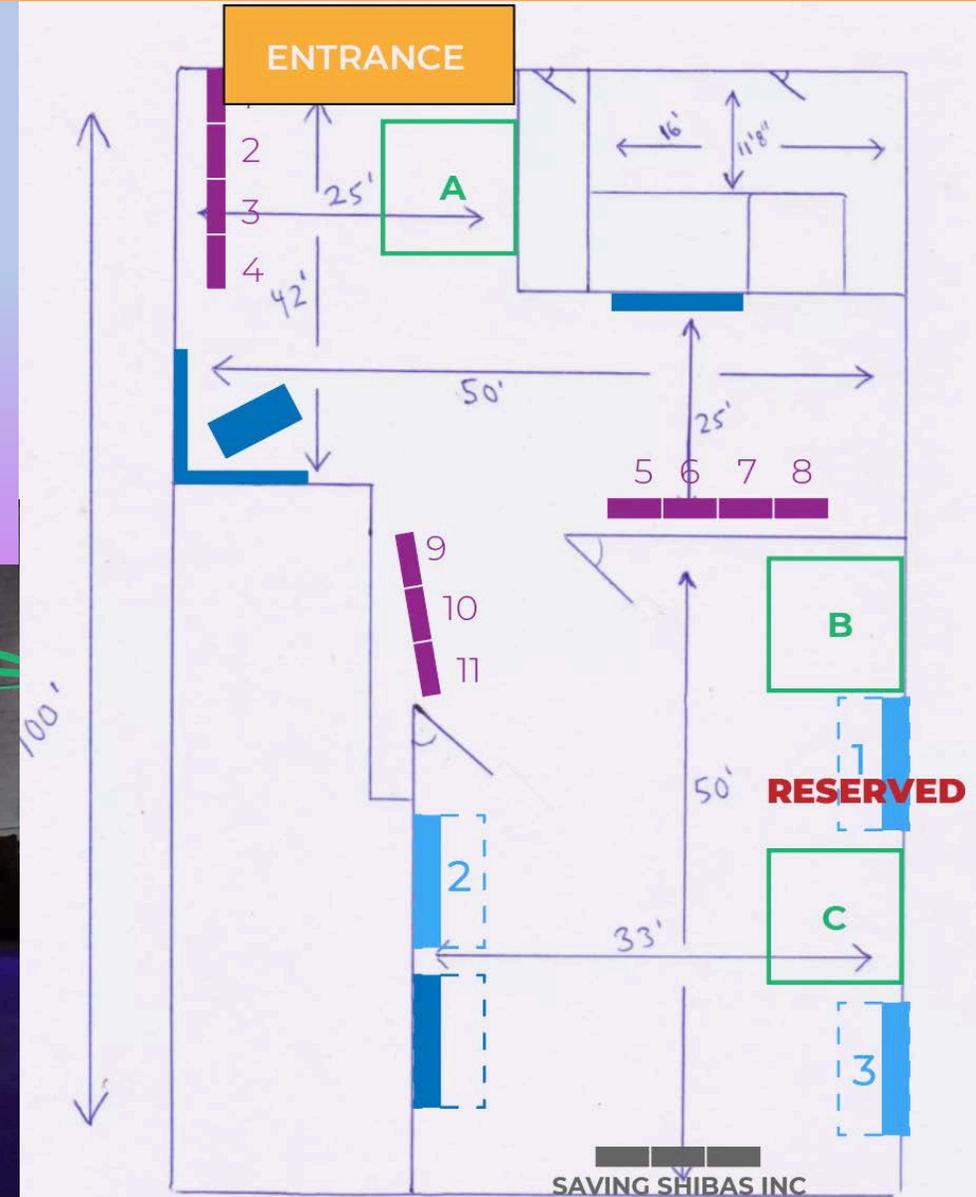
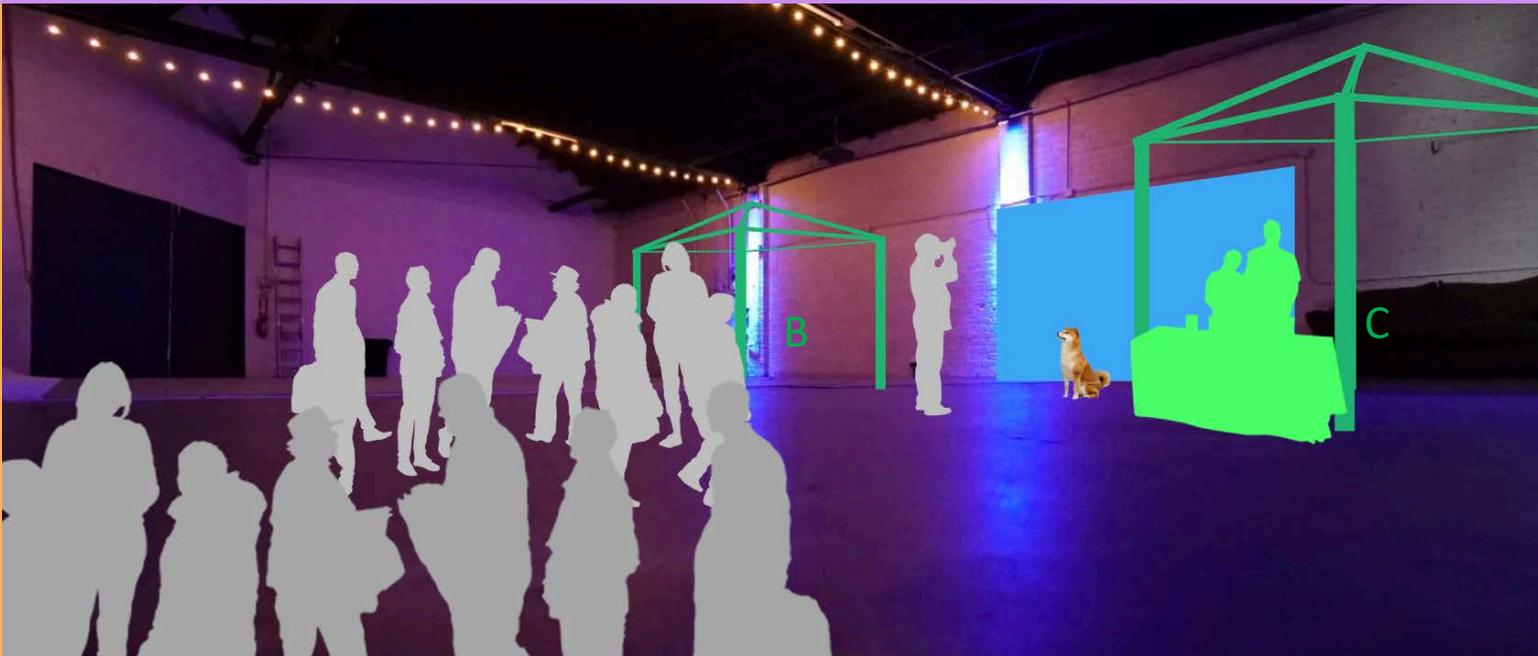


SPONSORSHIP PACKAGES

SPONSORSHIP PLACEMENTS

LEGEND

Art Sponsor Placement Sponsorship Placement Vendor Table



SPONSORSHIP PACKAGES

3 PHOTOGRAPHY SPONSOR \$350

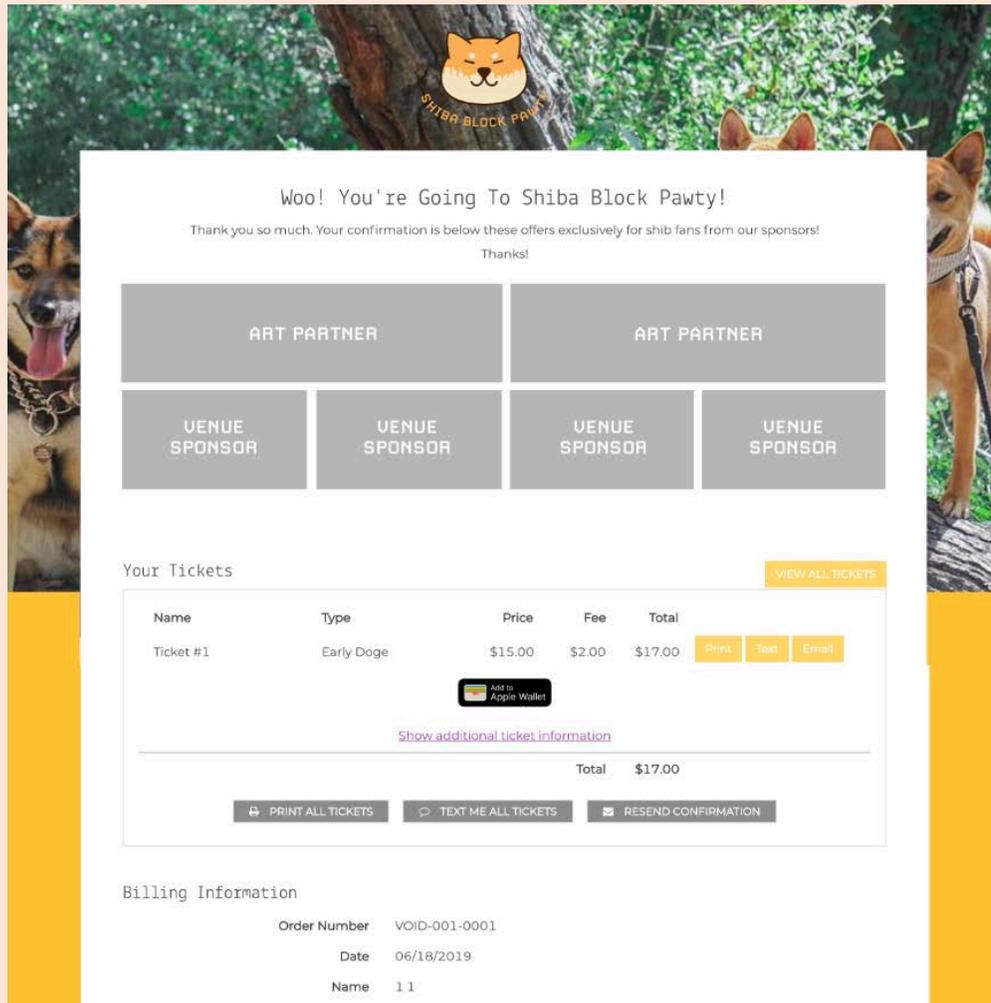
- **Be a part of the memories:**
- Your branding and a short message as a bottom border of all official event photos, which will be emailed to attendees in the post-event email
- **Opportunity to include a CTA in the photo border and email body**
- Includes:
 - Promo and link placement in our post-event email
 - Logo and website placement on event ticket
 - 2 pre-event social posts with an estimated >200,000 impressions
 - 1 day-of social post with an estimated >200,000 impressions
 - Additional impressions from attendees' social posts
- **1 Spot Available**



Shiba Block Pawty Photos Presented By:
YOUR LOGO HERE WEBSITE.COM CALL TO ACTION

SPONSORSHIP PACKAGES

Here is how placements on the confirmation page (Packages 1-2), post-event email (Packages 1-3), and ticket (Packages 1-3) will look:



Woo! You're Going To Shiba Block Pawty!

Thank you so much. Your confirmation is below these offers exclusively for shib fans from our sponsors!

Thanks!

ART PARTNER		ART PARTNER	
VENUE SPONSOR	VENUE SPONSOR	VENUE SPONSOR	VENUE SPONSOR

Your Tickets [VIEW ALL TICKETS](#)

Name	Type	Price	Fee	Total	
Ticket #1	Early Doge	\$15.00	\$2.00	\$17.00	Print Text Email



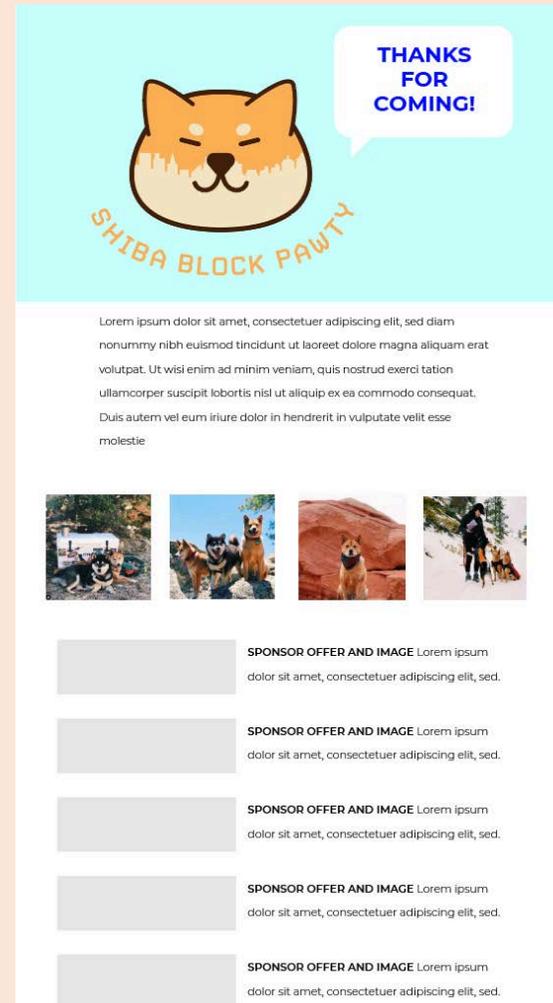
[Show additional ticket information](#)

Total \$17.00

[PRINT ALL TICKETS](#) [TEXT ME ALL TICKETS](#) [RESEND CONFIRMATION](#)

Billing Information

Order Number	VOID-001-0001
Date	06/18/2019
Name	11



THANKS FOR COMING!

SHIBA BLOCK PAWTY

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SPONSOR OFFER AND IMAGE Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed.

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Shiba Block Pawty

October 6th 2019



General Admission

PURCHASE INFORMATION
Malcom Reynolds
05/09/2016
Ticket Number: 40491928109921

LOCATION INFORMATION
Event Location
Address
City, State Zipcode

These sponsors helped us throw this party. Check em out!

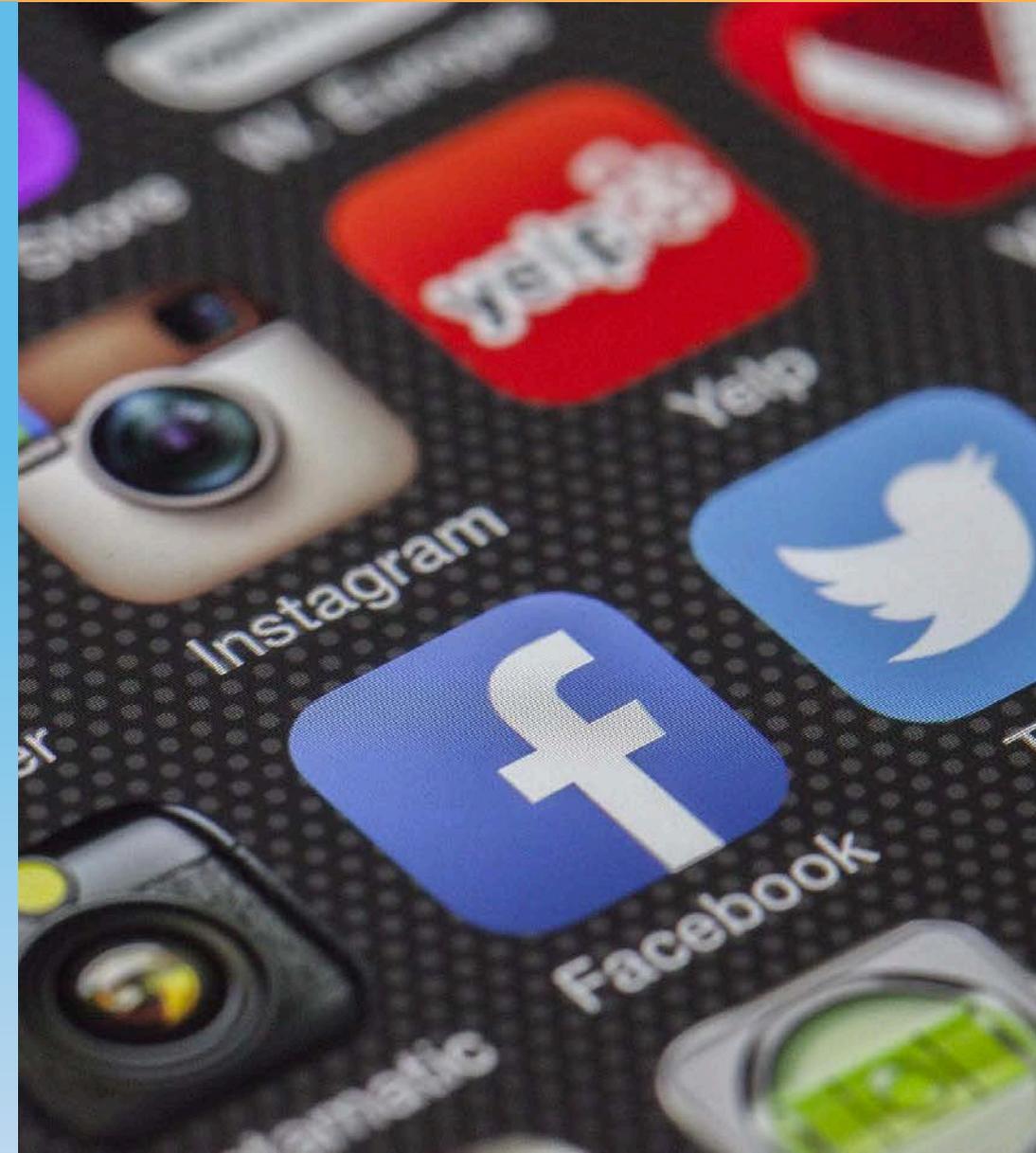
SPONSOR	SPONSOR	SPONSOR	SPONSOR	SPONSOR
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SPONSORSHIP PACKAGES

4 SOCIAL SPONSOR \$200

- **Engage with the community:**
- A custom post shared with our community on Facebook
- Estimated >200,000 impressions
- 1.5'x1.5' Logo placement on Sponsor Wall at registration



SPONSORSHIP LEVELS

5 SWAG BAG SPONSOR IN-KIND

- We are also looking for free samples and swag to distribute to our guests in goody bags (qty ~500)
- Also looking for toys to have in a play area for the dogs to try (qty ~5-10 each toy)



SPONSORSHIP NOTES

- Sponsors with Packages 1-3 will be featured in 3 Facebook posts on the event page and group, plus the event Instagram. **Total Estimated impressions >500,000**
- Sponsors at all levels are welcome and encouraged to send a brand representative to interact with the audience. Staffing assistance is available.
 - **There will be ample opportunity to interact with a captive audience who will be waiting their turn to take photos at various stations**
- Sponsors are strongly encouraged to create an event-specific offer (e.g. a coupon code, special landing page, etc.) to maximize impact.
- Except for Packages 4-5, a 25% deposit is required to secure the sponsorship, which is refundable for 7 days. After 7 days, funds are used to begin production of sponsorship deliverables. Remainder shall be due 30 days before the event (September 6, 2019).
- **Have an idea other than something you saw here? We're all ears!**

TEAM / QUALIFICATIONS



Gage Nguyen is a Marketing and Design Manager for a Regulatory Technology Startup that has been featured in Forbes, Coindesk, The FinTech Times, and more. He has managed trade show and sponsorship activities with five-figure budgets.

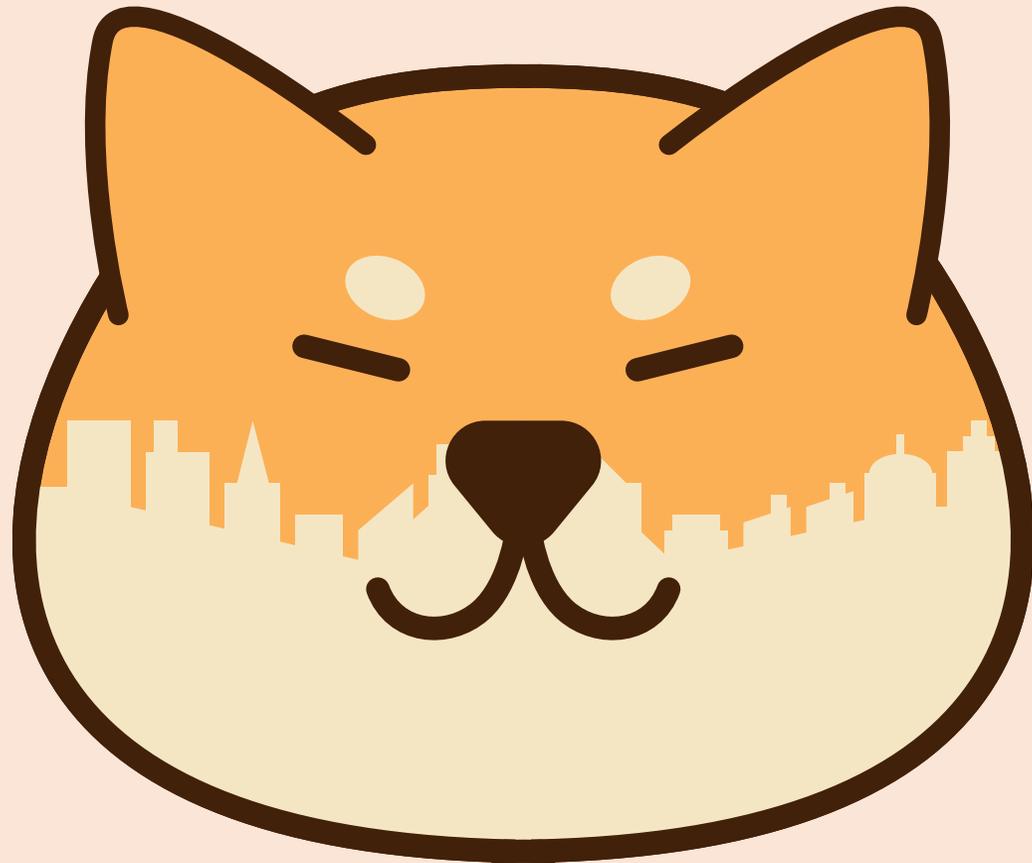
He earned his BA in Design|Media Arts from the UCLA School of Arts and Architecture in 2015, where he was also a four-year member and Print Marketing Director of the Campus Events Commission, producing concerts, speaking engagements, and film screenings for audiences as large as 11,000 people.



Kyra Nguyen is a blogger, influencer, and the creator of the viral Shiba Beach Day Facebook event which gained 10,000 interested attendees in the first 30 days – and inspired the creation of Shiba Block Pawty to meet the clear demand.

She is also an organizer for a group of Shiba Inu owners who go on group hikes, beach days, and gatherings. She is a sophomore studying Communications at Pasadena City College, with plans to transfer to UCLA.

Yes, we are related (siblings).



THANK YOU
FOR YOUR
CONSIDERATION

[Hello@ShibaBlockPawty.com](mailto>Hello@ShibaBlockPawty.com)