



Three Rivers Convention Center

3rd Annual Pet Expo

April 6-7, 2019

Sponsorship Opportunities

Please contact Sybil Young for more information or custom opportunities!

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509-737-3757

EXPO INFORMATION

The Three Rivers Pet Expo is a one-stop-shop for a happy, healthy pet! Our goal is to bring together all of the best, pet-friendly resources under one roof to provide easy access to the animal-lovers in our community. In doing so, we are helping people make the connection with their new fur family member, providing education to pet owners, and helping others learn about the awesome resources we have in our community and surrounding area! We also provide fun entertainment and concessions throughout the expo so that people can make a day of it!

ATTENDANCE

In the past two years, the attendance of the show has continued to amaze us. This Expo is free to the public, and attendees are welcome to bring their favorite pet with them to the show. The first year we saw **500 pets** attend the show, and estimated **2,500 people** through the door. The second year we were able to match that, even though the weather was not in our favor. Our vendors were a mix of businesses and non-profits.

ADVERTISING

Our event works hard to advertise throughout the community, and uses the following platforms to reach our attendees:

- **Print Media**

- Multiple ads in the Tri-City Herald
- Over 200 fliers and handbills that are hung in our facility and distributed throughout the community

- **Television**

- **Radio**

- **Digital Marketing**

- Digital Marketing on social media to targeted audiences with estimated 90,000 impressions
- Facebook event with sponsors listed and links to their social media page
- Frequent posts about the show, with sponsors included as appropriate
- Community engagement on Social Media (Facebook and Instagram)
- Listing on our threeriversconventioncenter.com website and event calendar

- **E-Blast & Marquee**

- An e-mail blast to our list of subscribers that is over 50,000 strong! This includes info about the show and promotion of sponsors
- Ad on the Toyota Center Marquee, located on Columbia Center Blvd (estimated 33,000 cars by this sign per day!)

- **Hit The Streets!**

- Each year we go door-to-door to our local pet establishments to spread the word about the show, share fliers and handbills, and encourage local involvement!
- We also work to participate in other local events, such as the POPP Fun Run, to be good partners in the pet community and promote the expo.

Sponsorship Opportunities

We offer the following as suggestions to get the process started. We invite you to review our opportunities and contact us with your own suggestions if you have something particular in mind!

Rescue Sponsorship Available: \$3,000.00

- Billed throughout the event as the 'Rescue Sponsor' - this provides the funding for participation for 20 Non-Profit Rescue Shelters. *EXCLUSIVE—Only one sponsor available at this level!*
- Name and logo in all social media, TV and newspaper*
- Logo on all posters and handbills*
- Listing as sponsor in E-blast to 50,000 subscribers
- Prime 20x10 booth
- Recognition on screens in Great Hall during event
- Link to your website from www.threeriversconventioncenter.com Pet Expo event page

Silver Sponsorship: \$2,000.00

- Name and logo in all social media, TV and newspaper*
- Logo on all posters and handbills*
- Listing as sponsor in E-blast to 50,000 subscribers
- Prime 20x10 booth
- Recognition on screens in Great Hall during event
- Link to your website from www.threeriversconventioncenter.com Pet Expo event page

Bronze Sponsorship: \$1,500.00

- Name and logo in newspaper*
- Logo on all posters and handbills*
- Listing as sponsor in E-blast to 50,000 subscribers
- Prime 10x10 booth
- Recognition on screens in Great Hall during event
- Link to your website from www.threeriversconventioncenter.com Pet Expo event page

Door Giveaway Sponsorship: \$1,000.00

- Your logo with Pet Expo Logo on giveaway item offered to all attendees through the door at the event *only one sponsorship available at this level*
- Prime 10x10 booth
- Recognition on screens in Great Hall during event
- Link to your website from www.threeriversconventioncenter.com Pet Expo event page

Entertainment Sponsorship: \$1,000.00

- Billed as 'Entertainment Sponsor' with name on main stage. *only one sponsorship available at this level*
- Time available on main stage for presentation each day of show
- Prime 10x10 booth
- Recognition on screens in Great Hall during event
- Link to your website from www.threeriversconventioncenter.com Pet Expo event page

Food Drive Sponsorship: \$500.00

- Billing as 'Pet Food Drive Sponsor'. Ability to bring in one vehicle or other approved vessel to fill with Pet Food Donations brought by attendees. *only one sponsorship available at this level*
- Prime 10x10 booth
- Recognition on screens in Great Hall during event
- Link to your website from www.threeriversconventioncenter.com Pet Expo event page

*Available for items run after date agreement is co-signed. Not applicable to any items already in print prior to date of agreement.

Sponsorship Opportunity Selection

Selected Opportunity: RESCUE SILVER BRONZE DOOR ENTERTAINMENT FOOD

I would like a 3 Year Partnership

Business Name: _____

Commitment Amount \$: _____

Email: _____ Telephone: _____

Printed Name: _____ Date: _____

Signature: _____

TRCC Signature: _____

Please return completed forms to Sybil Young
syoung@3riverscampus.com
509-737-3757

Checks may be made out to TRCC and mailed to:

Three Rivers Convention Center
Attn: Three Rivers Pet Expo
7016 W Grandridge Blvd
Kennewick, WA 99336