

OREGON HUMANE SOCIETY

Doggie Dash

Sponsor Portland's most well-attended dog-friendly community fundraiser and connect your brand with thousands of pet-loving Portlanders through meaningful, face-to-face engagement.

May 9, 2026

Tom McCall Waterfront Park





DOGGIE DASH PORTLAND 2026

May 9, 2026 Tom McCall Waterfront Park

Doggie Dash is one of Portland's iconic fundraising events, bringing together animal lovers from across the community for a dog-friendly run/walk and outdoor festival. The event features live music, food trucks, contests, and family-friendly activities, creating a lively setting for community engagement.

Sponsors play a visible role in the festival experience, with opportunities to engage attendees through branded booths, tables, or activities while demonstrating support for OHS's mission.

ATTENDEE INFO

34 - 45 average age

80% identify as female

\$75,000-\$100,000

average household income

90% own dogs

40% own cats

APPLY HERE!

ALL SPONSORS RECEIVE...

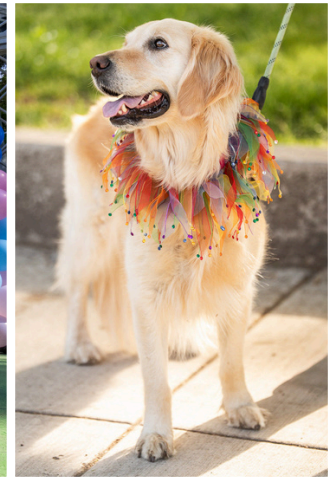
- **Event booth space** to connect with our audience of 5,000+ anticipated attendees
- A media kit to share your sponsorship and connect with our community of 218,000+ social followers
- Multi-channel brand visibility across OHS platforms, including:
 - **101,000+ web** visitors
 - **2,500+ email subscribers**
 - and **regional broadcast audiences**
- Opportunity to host a branded Doggie Dash **fundraising team** for employees and clients
- The warm, fuzzy feeling of directly helping animals and families in need!

APPLY TODAY to be a Doggie Dash sponsor and maximize your company's visibility to OHS' audience and registered Dashers.



Presenting Sponsor

\$50,000



- 20 x 20 booth space at the event with premium placement (*Canopy included*)
- Hyperlinked logo featured prominently on event website
- Company logo included on co-branded swag in registrants' Doggie Bags
- Presenting Sponsor credit for the Portland event, including:
 - Verbal recognition in paid and earned traditional media promoting Doggie Dash (TV, radio)
 - Company logo on all digital and print event marketing materials
 - Tagged mentions in all event social posts
 - Verbal recognition from the Starting Line Stage
- Branded naming opportunity* for the Starting Line Stage (or area of your choice)
- Invitation for a company representative to make remarks from the Starting Line Stage

**This benefit includes the option to brand your OHS-operated event space with your company name and signage. (banner or board)*

Rescue Royalty

\$25,000

- 20 x 10 booth space at the event (*Canopy included*)
- Hyperlinked logo featured prominently on event website
- Include branded swag in registrants' Doggie Bags
- Tagged mention in one OHS social media story:
 - **Option 1:** Story highlighting your team's fundraising journey
 - **Option 2:** Story promoting your OHS-operated event space
- Verbal recognition from the Starting Line stage
- Branded naming opportunity* to an OHS-operated event space.

Options at this level include:

- | | | |
|-------------------------|----------------------|------------------------|
| ◦ Doggie Dash Route | ◦ Dog Utopia Tent | ◦ OHS Photo Booth Tent |
| ◦ Libation Station Area | ◦ Dog Agility Course | ◦ Band Stage |



**This benefit includes the option to brand your OHS-operated event space with your company name and signage. (banner or board)*

Puppy Protector

\$10,000

- 10 x 10 booth space at the event
- Hyperlinked logo on event website
- Include branded swag in registrants' Doggie Bags
- Your Doggie Dash social content tagging @oregonhumane shared on OHS social platforms.
- Branded naming opportunity* to an OHS-operated event space.

Options at this level include:

- | | | |
|---------------------|-----------------------------------|-----------------------|
| ◦ Kid's Corner Tent | ◦ First Aid Tent (must be able to | ◦ Rest Your Paws Tent |
| ◦ Kitty Corner Tent | provide first aid to pets) | ◦ Volunteer Tent |
| ◦ VIP Tent | ◦ Finish Line Tent | ◦ Hydration Station |

**This benefit includes the option to brand your OHS-operated event space with your company name and signage. (banner or board)*



Fetching Friend

\$5,000

- 10 x 10 booth space at the event
- Hyperlinked logo on event website
- Include branded swag in registrants' Doggie Bags
- Your Doggie Dash social content tagging @oregonhumane shared on OHS social platforms.



Core Paw-tner

\$1,500

- 10 x 10 booth space at the event
- Hyperlinked logo on event website



	PRESENTING	RESCUE ROYALTY	PUPPY PROTECTOR	FETCHING FRIEND	CORE PAW-TNER
	\$50,000	\$25,000	\$10,000	\$5,000	\$1,500
Booth Space	20 x 20 (canopy included)	20 x 10 (canopy included)	10 x 10	10 x 10	10 x 10
Website	Hyperlinked logo with premium placement	Hyperlinked logo	Hyperlinked logo	Hyperlinked logo	Hyperlinked logo
Social Media	Tagged mentions in all event social posts	One tagged mention in an OHS social story	Featured in Stories when you tag @oregonhumane	Featured in Stories when you tag @oregonhumane	
Doggie Bag	Collaborate on co-branded swag (pending deadlines)	Include branded swag	Include branded swag	Include branded swag	
<u>Branded Naming</u>	Starting Line Stage (or your choice)	Options include: Route, Libation Station, Dog Utopia, Dog Agility, Photo Booth, Band Stage	Options include: Kid's Corner, Kitty Corner, VIP Tent, First Aid, Finish Line, Rest Your Paws, Volunteer, Hydration Station		
Stage Presence	Verbal recognition + speaking opportunity from Starting Line Stage	Verbal Recognition from Starting Line Stage			
Presenting Credit	Presenting credit on all TV, radio, print, and digital event coverage				

BRANDED NAMING OPPORTUNITIES INCLUDE...

KIDS' CORNER TENT

Where the OHS youth education team brings joy to our young attendees through arts and crafts, face painting, and other fun activities.

KITTY CORNER TENT

With 40% of Doggie Dash attendees being cat owners, this booth brings all the feline fun together under one roof.

VIP TENT

Help us pamper and bring our top fundraisers an exclusive festival experience they will never forget.

FINISH LINE

Be the first to congratulate dashers and their pups as they cross the Doggie Dash finish line directly into your branded cool-down station.

DOGGIE DASH ROUTE

Brand one of two walk/run routes or stage a unique activation to entertain along the way.

LIBATION STATION AREA

21+ beer garden where everybody knows your name.

DOG UTOPIA TENT

This centrally located area is filled with fun, interactive, tasty, and relaxing activations for dogs (and some for their humans as well!).

DOG AGILITY COURSE

For the spry who like to show off their moves, or the daring who want to attempt them.

OHS PHOTO BOOTH TENT

Help dashers immortalize the day by sponsoring branded event-day pics for people and their pups.

STARTING LINE STAGE

Take center stage as a presenting sponsor; Brand and address the audience from the iconic Doggie Dash Starting Line Stage.

REST YOUR PAWS TENT

A shaded water station and seating area. Because with all this fun, you need a place to sit, stay, and maybe down.

PET FIRST AID TENT

Safety First! If you are a qualified veterinary partner, consider branding and staffing the Doggie Dash Pet First Aid Tent to show your support in a vital way.

VOLUNTEER TENT

Doggie Dash is made possible through the hard work of over 400 volunteers. By naming this space, you showcase your support of this vital team.

BAND STAGE

What is a celebration without music? Be the one to bring the beats by sponsoring the Band Stage featuring talented students from School of Rock!

HYDRATION STATIONS

Be every dog's best friend and fill those bottles, bowls, and kiddie pools!

Doggie Dash is OHS' biggest fundraiser of the year. We can't meet our goal of \$560,000 without you!

Your sponsorship makes it possible for OHS to:

Find homes
for more than
12,400
animals

Provide more than
\$1,800,000
in veterinary financial
assistance for families in need

Serve
8,341
patients in need of
veterinary care

Investigate
744
cases of suspected cruelty
and neglect

Teach
21,290
youth how to be animal
advocates

Transfer
7,017
animals from
overwhelmed partner
shelters

[Apply to Sponsor Doggie Dash](#) and Help Drive OHS' Impact!



CONTACT
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