



OREGON
HUMANE
SOCIETY

Doggie Dash Salem 2025

formerly WillaMutt Strut

**Not just another
walk in the park.**

June 14, 2025
Riverfront Park
8:30 a.m.-1 p.m.

Sponsorship Levels/Benefits

Salem	Smol Business Pal	Core Paw-tner	Doggie Bag Builder	Remote Doggie Bag Partner	Fetching Friend	Puppy Protector	Rescue Royalty	Bark Boss
	\$250	\$1,000	\$1,500	\$1,500	\$2,500	\$5,000	\$7,500	\$10,000
Booth Space	10'x10'	10'x10'	10'x10'	N/A	10'x10'	10'x10'	10'x10'	10'x10'
Hyperlinked presence on Doggie Dash website	Name	Logo	Logo	Logo	Logo	Logo	Logo	Logo
Complimentary registrations	2	2	2	N/A	4	4	6	8
Promotional handout included with Doggie Bag given to all registrants								
Mentions on OHS digital platforms				Tagged mention in OHS social media story	Tagged mention in OHS social media story	Hyperlinked mention of company name in Mutt Mail email to all registrants (3,000+)	Hyperlinked mention of company name in event-related email to all OHS opt-in subscribers (70,000+)	Tagged mention on all event-related posts on OHS social media platforms (13,500+ followers)
Naming rights* for festival area					Choice of: Volunteer Booth, Agility Ring, In-park Water Station, Course Water Stations	Choice of: First Aid, OHS Photo Booth, Kids' Corner, VIP Tent, Finish Line	Choice of: Libation Station, Contest Ring, Walk/Run Course	Starting Line
Company name on printed festival map					Name	Name	Name	Logo
"Presented by" credit on all print and digital materials for Doggie Dash Salem								

*Naming rights include your company's name mentioned alongside the sponsored event activity whenever it is mentioned in OHS print or digital media, and the opportunity for your company to display a banner at your named activity or booth.

All Sponsors Receive

- ▶ Booth/table space or sponsored activity at the event
- ▶ A media kit to align your company with Doggie Dash and OHS
- ▶ Multi-media brand exposure to OHS' diverse audience
- ▶ The option to form a Doggie Dash team and get your whole company in on the fun

PLUS the warm, fuzzy feeling of directly helping animals and people in need

Ready to join us for the most fun event of the year?

Complete the Sponsorship Application to get started!

APPLY HERE

Interested in maximizing your reach?

Sponsor both events in Portland and Salem and receive 20% off.

VIEW COMBO BENEFITS





Audience

500+ anticipated participants

13,000+ social media followers

20,000+ unique website visitors

Every year, hundreds of individuals register to become Doggie Dash Salem participants and fundraisers. OHS communicates regularly with “Dashers” via weekly emails, and we implement a robust cross-channel marketing campaign to engage new audiences.

Sign up today to be a Doggie Dash sponsor and maximize your company’s visibility to OHS’ audience and Dashers.



Event Info

Doggie Dash Salem
June 14, 2025
Riverfront Park
8:30 a.m.–1 p.m.

Doggie Dash started in Portland 38 years ago, and it was the inspiration for WillaMutt Strut in Salem. This year, we are making the Doggie Dash experience bigger and better than ever by officially rebranding WillaMutt Strut as Doggie Dash Salem.

The event is comprised of two main activities: a run/walk with two route options, and a pet-friendly festival with sponsored booths, contests, music, food trucks, and more.

Dashers and their pups love visiting booths and learning about the businesses that support OHS! Sponsoring Doggie Dash is a great way to get your brand noticed and make valuable connections.

Why?

We can't meet our **\$650,000** fundraising goal without **YOU!**

Your sponsorship enables OHS to annually:

- Find homes for **11,500+** animals
- Provide **\$1,000,000+** in subsidized veterinary services
- Serve **20,000+** veterinary patients in need of care
- Investigate **3,500+** reports of suspected cruelty and neglect
- Teach **12,000+** youth how to be animal advocates
- Transfer **5,500+** animals from overwhelmed partner shelters across the country



Stats



Don't wait! Complete the Sponsorship Application today to join us at Doggie Dash Salem 2025.

[APPLY HERE](#)

Media partner: iHeart Media

971,725 Estimated Reach of Broadcast Media

50,313,026 Estimated Reach of Online Media

53,831 Unique Visitors to the Event Website

64,900 Instagram Followers

118,000 Facebook Followers

151 Tagged Published Posts

458,929 Total Impressions

17,749 Total Engagement

2,294 Registered Dashers

5,000+ Human Attendees

2,500+ Dog Attendees

Attendee Info

34-45 Average Age

80% Female Gender Identity

\$75K-\$100K Average Household Income

90% Dog Owners

40% Cat Owners

FAQ

What's the deadline to become a sponsor?

Permits and Agreements must be signed and in-hand no later than **Wednesday, May 14**. Sponsors who are approved after this date may not be able to attend due to permitting deadlines set by the City of Salem.

Where can I apply to be a sponsor of Doggie Dash Salem?

If you would like to join us for the 2025 event in Salem, please complete this [form](#) and we will connect to finalize your agreement.

Where can I find the logistic information (load-in, parking, set up times, etc)?

We will email you comprehensive instructions with all logistic information two weeks before the event.

Can I just be a vendor, and not a sponsor?

Since Doggie Dash is a fundraiser, we consider all participating companies to be sponsors. All sponsorships include a booth space unless otherwise indicated.



What if I would like to sponsor both Doggie Dash events in Portland and Salem?

We encourage your participation in both events. In fact, there is a 20% discount on each sponsorship if you choose to join us for both!

Can my company sponsor Doggie Dash if we can't attend or staff a booth?

Yes! Your company can enjoy all the sponsorship recognition benefits even if you are unable to attend the event by staffing a booth.

What options are available for small businesses?

We love our small business community! We have a limited number of booth spaces for companies with fewer than 10 employees' total.

Why should my company form a Doggie Dash team?

A Doggie Dash team can provide company-wide engagement and generate awareness about your support of OHS. Teams can also include employee friends and family, as well as your customer base!

Does my cat-centric company belong at Doggie Dash?

Yes! 40% of our attendees are cat owners. We have a designated Kitty Corner for cat enthusiasts.

Can I donate products or services in addition to or instead of money?

Yes! We have numerous needs for in-kind donations of products and/or services. Contact us at corporaterelations@oregonhumane.org to discuss!

Can my business receive recognition that isn't listed in the benefits examples?

We're always open to ideas! Let us know what you have in mind.

I have a question that isn't answered here, help!

Please email corporaterelations@oregonhumane.org and we'll get back to you ASAP!