

OREGON HUMANE SOCIETY

Doggie Dash

Sponsor Salem's most well-attended dog-friendly community fundraiser and connect your brand with hundreds of pet-lovers through meaningful, face-to-face engagement.

June 6, 2026
Riverfront Park





DOGGIE DASH SALEM 2026

June 6, 2026 Riverfront Park

Doggie Dash is one of Salem's iconic fundraising events, bringing together animal lovers from across the community for a dog-friendly run/walk and outdoor festival. The event features 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 Oregon Humane'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 500+ anticipated attendees
- A media kit to share your sponsorship and connect with our community of **218,000+ social followers**
- Multi-channel brand visibility across Oregon Humane platforms, including:
 - **101,000+ web** visitors
 - **2,500+ email subscribers** and **regional broadcast audiences**
- Opportunity to captain a branded Doggie Dash **Community 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 Oregon Humane's audience and registered Dashers.



Best in Show

Presenting Sponsor

\$5,000

- 20 x 10 booth space with premium placement (canopy provided)
- Hyperlinked logo featured prominently on event website
- Company logo included on co-branded swag in registrants' Doggie Bags
- Presenting Sponsor credit for the Salem 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 of sponsorship at the event
- Branded naming opportunity* to an Oregon Humane operated event space.

Options at this level include:

- Registration Tent
- Libation Station
- Start/Finish Line
- Doggie Dash Route



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

Puppy Protector

\$2,500

- 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 Oregon Humane social platforms.
- Branded naming opportunity* to an Oregon Humane operated event space.

Options at this level include:

- Kid's Corner Tent
- Kitty Corner Tent
- VIP Tent
- First Aid Tent (must be able to provide first aid to pets)
- Photobooth Tent
- Rest Your Paws Tent
- Volunteer Tent
- Hydration Station
- Dog Utopia Tent
- Dog Agility Course



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

Core Paw-tner

\$1,000

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



	PRESENTING	PUPPY PROTECTOR	CORE PAW-TNER
	\$5,000	\$2,500	\$1,000
Booth Space	20 x 10 (canopy included)	10 x 10	10 x 10
Website	Hyperlinked logo with premium placement	Hyperlinked logo	Hyperlinked logo
Social Media	Tagged mention in all event social posts	Featured in Stories when you tag @oregonhumane	
Doggie Bag	Collaborate on co-branded swag <i>(pending deadlines)</i>	Include branded swag	
Branded Naming	Registration Booth, Libation Station, Start/Finisg Line, Doggie Dash Route	Options include: Kid’s Corner, Kitty Corner, VIP Tent, First Aid Tent, Dog Agility Course, Photo Booth, Dog Utopia Pavilion, Rest Your Paws Pavilion, Volunteer Tent	
Stage Presence	Verbal recognition from PA throughout the event		
Presenting Credit	Presenting sponsor credit on TV, radio, print, and digital Doggie Dash event coverage		

BRANDED NAMING OPPORTUNITIES INCLUDE...

KIDS' CORNER TENT

Where the Oregon Humane 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.

START/FINISH LINE

Be the one to cheer on our dashers from your own branded water station as participants and their pets start and finish their walk/run with you!

DOGGIE DASH ROUTE

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

LIBATION STATION

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.

OREGON HUMANE PHOTO BOOTH TENT

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

OREGON HUMANE REGISTRATION BOOTH

Your brand will be the first stop for participants on event day, receiving prominent visibility at this high-traffic check-in location.

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.

HYDRATION STATIONS

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

**Doggie Dash is Oregon Humane's biggest fundraiser of the year.
We can't meet our Salem goal of \$60,000 without you!**

Your sponsorship makes it possible for Salem Oregon Humane to:

Find homes
for more than
3,430
animals

Provide more than
\$278,470
in veterinary financial
assistance for families in need

Serve
5,471
patients in need of
veterinary care

Teach
5,298
youth how to be animal
advocates

Investigate
32%
of cases investigated of
suspected cruelty and
neglect, occurred in
Marion & Polk Counties

Transfer
1,637
animals from
overwhelmed partner
shelters

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



Apply to Sponsor Doggie Dash
and Help Drive Oregon Humane's Impact!

CONTACT
corporaterelations@oregonhumane.org

