



Independence for our clients.
Brand boost for your company.

CORPORATE SPONSORSHIP OPPORTUNITIES

WHAT

Bark & Brew is Leader Dog's official kickoff to summer event! Bark & Brew is a family-friendly festival that features live music, inflatables, carnival games, Leader Dog in training demonstrations, food, and brews from our great partner, Rochester Mills Beer Co. The Bark & Brew 5K will also be held on June 8, 2024, and will feature both a 5K route and 1-mile race/walk for participants.

WHEN

Saturday, June 8, 2024 | 9:00AM - 7:00PM

5K Race begins @ 8:30AM | 1-Mile Fun Walk begins @ 8:00AM

Rochester Mills Beer Company

400 Water Street

Rochester, MI 48307

STATS

- > 4,000+ Attendees
- > 180 Volunteers
- > 50 Leader Dogs, Future Leader Dogs & Leader Dogs in training
- > 800+ Runners
- > Historical Total Revenue: \$590,000 - Help Us Reach \$700K!

2023 HIGHLIGHTS

- > 739K+ Digital Ad Impressions
- > 64.73% avg Email Open Rate
- > 81.6K+ Social Photo Reach

NEW THIS YEAR - DOUBLE DOG DARE COMBO

Runners can run both the 1-Mile and 5K together and receive a BIGGER 2024 Commemorative medal!



2024 Bark & Brew + 5K Sponsorships



All sponsorship levels include both event segments: festival and 5K race. Consider the packages a 2-for-1 special.

Sponsor	Presenting	Lead	Independence	Empowerment	Hero	Community	Patron	Supporter
Price	SOLD	\$18,000	\$12,000	\$9,000	\$6,000	\$3,000	\$1,800	\$1,000

Sponsor Benefits	Presenting	Lead	Independence	Empowerment	Hero	Community	Patron	Supporter
Tickets	20	20	15	10	5			
Logo Placement @ Event	Event Logo	VIP Tent Sign	Beer Tent Sign	Blindfold Walk Sign	Rock Climb	Kids' Zone		
LDB Campus Tour								
On-Site Booth					First 3			
Social Media								
Confirmation Email Promo								

Logo Placement	Presenting	Lead	Independence	Empowerment	Hero	Community	Patron	Supporter
Registration Page								
5K Logo Placement	Photos, Bark & Brew Logo	Photos, T-Shirt Back	Bib, T-Shirt Back	T-Shirt Back	T-Shirt Back	T-Shirt Back	T-Shirt Back	
Swag Bag Item								
Logo on Photos								
Pint Glasses								
Branded Signage	Start/Finish Line	Start/Finish Line						
Confirmation Email Promo								
Packet Pick-Up								

Post-Event Benefits	Presenting	Lead	Independence	Empowerment	Hero	Community	Patron	Supporter
Post-Event Report								
Partnership Page								

Questions or want to become a sponsor?

Please contact Stephen Moran, Special Events Manager, at stephen.moran@LeaderDog.org or 248.840.9711.



2024 Bark & Brew + 5K Sponsorships



Donor/Sponsor Name _____

Contact Name _____

Street Address _____

City _____ State _____ Zip _____ Phone _____ (required)

Email _____ (required)

Sponsorship

(Refer to Sponsorship Opportunities page for complete benefits listing)

____ Lead Sponsor \$18,000

____ Independence Sponsor \$12,000

____ Empowerment Sponsor \$9,000

____ Hero Sponsor \$6,000

____ Community Sponsor \$3,000

____ Patron Sponsor \$1,800

____ Supporter \$1,000

____ Unable to participate; please accept my donation of _____

Enclosed is my check for \$ _____

Please return Sponsorship Commitment and Payment by May 10, 2024, to:

Leader Dogs for the Blind
Attn: Stephen Moran
1039 S. Rochester Road
Rochester Hills, MI 48307

**For additional information or to
pay by credit card, please contact:**

Stephen Moran, Special Events Manager, at
stephen.moran@LeaderDog.org or 248.840.9711.

