



EVENT SPONSORSHIP PACKET



WHO WE ARE

The mission of the Novi Pet Expo is to deliver a top quality experience for patrons and exhibitors that will assure targeted buyers, return visits, and exponential event growth. Patrons are encouraged to learn, play, shop, and adopt while attending the Expo! With the wide selection of pet rescues and animal advocacy organizations in attendance, the Novi Pet Expo hopes to create a positive, educational environment that highlights the importance of animal welfare and pet celebration.



EXHIBITS

Patrons will have the opportunity to shop 150+ exhibits. They may shop for anything and everything related to the pet--or a pet lover--in their life. There are also many pet rescues and animal advocacy organizations on hand from which patrons can adopt new friends to their family!.



MARKETING & PROMOTIONS

Attendees range from families with small children to seniors--this truly is an all-ages event! The superior local media and marketing relationships enjoyed by the Vibe Credit Union Showplace contribute enormously to the overall success of the Expo. A multi-level marketing and publicity campaign will be launched to promote the Expo throughout the region; including media partnerships, print, radio, television, and outdoor advertising.



LOCATION

The Vibe Credit Union Showplace is located in Novi, Michigan, situated in Western Oakland County, one of the nation's most affluent areas. The Showplace is centrally located with a unique position to easily reach all demographics within Southeastern Michigan.



CLINICS & ENTERTAINMENT

World renowned trainers and clinicians will be present all weekend long, with exciting demonstrations and interesting lectures on some of the most current topics of interest in the pet world. The Novi Pet Expo is known for offering a fun and exciting environment for all that attend! Enjoy engaging family entertainment including agility demonstrations, jumping canine, flying frisbee dogs, adoptable pets, birds, horses, reptiles, amphibians, and more!





Novi Pet Expo *Gives Back!*

Since 2015, our organization has established partnerships with various Rescue and Non-Profit Organizations. At our events, we facilitate the collection of monetary donations through designated bins. Following each event, the Showplace owner generously matches these contributions, and the combined proceeds are then donated to a chosen Rescue Non-Profit Organization participating in the event. Additionally, at the Box Office, we extend a discount on tickets to patrons who contribute items for donation to the Rescues affiliated with the event. To further support these organizations, the Novi Pet Expo Staff provides multiple bags to each participating Rescue for their use in bolstering their initiatives.



MAKE A DIFFERENCE

And Have Fun Doing it!

IT'S A WIN-WIN

Sponsoring the Novi Pet Expo provides the unique opportunity to help connect with a broad community of pet lovers, build brand awareness, and demonstrate your company's commitment to animal welfare and rescue.

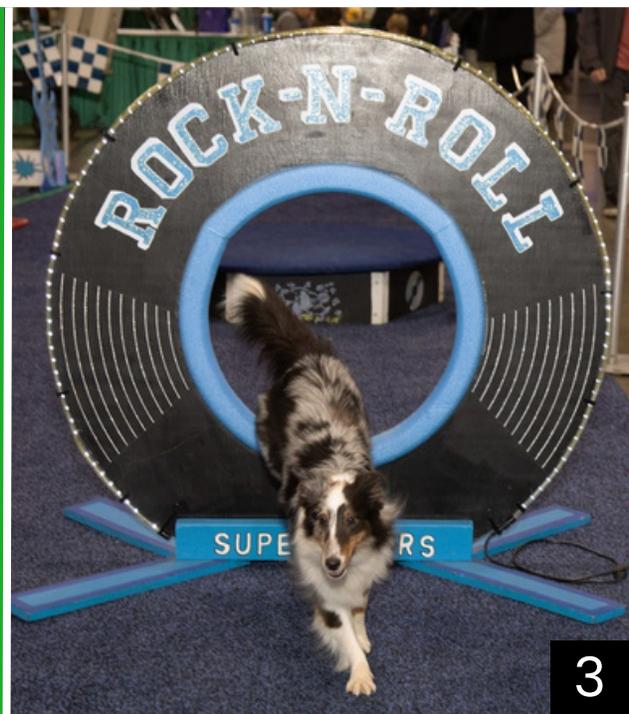


FIND THE RIGHT FIT FOR YOU

These general sponsorship opportunities are flexible and modifiable, based on the marketing objectives of your specific business or industry. Let's start the conversation and find exactly what you are looking for; we would be delighted to craft a custom proposal just for you!

WHY IT MATTERS

Over the past several years, a shared mission has developed around the Metro Detroit pet rescue community. This event has become a destination event, not only for more than 18,000+ pet lovers, but also for dozens of rescue groups and shelters from all across the state of Michigan. Each year, we come together for the shared purpose of finding as many new "forever homes" as possible for pets in need... and it's working! In 2023 over 300 pets found new homes! And thousands of dollars were raised between the Rescue Groups!



EVERY Sponsor RECEIVES



View specific sponsorship options in this packet!

- Complimentary tickets to the event *(amount varies based on selected package)*
- Logo and sponsor website hyperlink on the NPE website
- Prominent sponsor recognition on all event-related marketing & promotional collateral: save the date, invitations, flyers, emails, and posters
- Logo included on event poster hung throughout the Vibe Credit Union Showplace, and displayed through the surrounding commercial buildings (ie: restaurants, vet clinics, pet facilities, shopping centers)
- Year-round social media support and sponsor recognition
- Included in TV & media advertising when applicable
- Promotional post(s) on social media
- Sponsor listing on all at-event signage/event promotions *(Presenting Title Sponsor, company logo will be included in the NPE logo)*



PRESENTING TITLE

Sponsorship



PRESENTED BY



YOUR LOGO HERE!



PRESENTING TITLE

Sponsorship

Exclusive Benefits

- 500 complimentary tickets
- Exclusive overall naming rights
- Timeshare on multi-cell digital board outside of event
- \$3 off NPE admission coupon available for distribution to sponsors following
- Sponsor branding on staff/vendor lanyards (lanyards provided by sponsor)
- 8+ social media promotions on NPE sites
- NPE will include sponsor logo in NPE logo
- "NPE Presented by SPONSOR" used whenever NPE is mentioned
- Sponsor tag/logo on all digital signage
- Logo inclusion on all paid advertising (TV, radio, print, digital, etc.)
- Discounted rooms at the connecting Hyatt Place Hotel
- Full page ad in event program
- Marketing materials placed at entrances (sponsor provided)
- Four banners hung from the ceiling in prime locations during event (banners provided by sponsor)
- Advertising on main page of NPE website
- Two half-hour presentations on the main stage each day of the event
- 50'x50' prime location on end cap booth space
 - Electrical included
 - Wifi included (up to 8 devices)
- Don't forget the standard package on pg. 4!

Investment Amount:

\$25,000





TOP DOG

Sponsorship



This foundation partner opportunity offers substantial year-round marketing outreach to the pet community in southeast Michigan. From our vibrant social media presence to putting your best paw forward with our enormous promotional campaign, join us as we create connections with the greater Metro Detroit animal community!



TOP DOG Sponsorship



Investment Amount:

\$15,000

Exclusive Benefits

- 400 complimentary tickets
- 20'x40' prime location end cap booth space
 - Electrical included
 - Wi-Fi for up to 6 devices
- Use of "Proud Sponsor of the NPE" on all marketing materials
- Discounted rooms at the connecting Hyatt Place Hotel
- Logo on NPE tickets
- Full page ad in event program
- Marketing materials placed at entrances (sponsor provided)
- Two banners hung from the ceiling in prime locations during event (banners provided by sponsor)
- Advertising on main page of NPE website
- Half-hour presentation window on the main stage each day of the event
- Don't forget the standard package on page 4!





PET EXPO

Superstore



With colorful displays of chew toys, cozy beds, and shiny collars, the Pet Expo Superstore is a paradise for pampered pets. Tails wag with excitement as curious noses sniff out the array of treats and treasures. From chirping birds to fluffy pups, every critter finds something to delight in. Amidst the chatter of delighted visitors, the pet superstore stands as a beacon of joy at the event for everyone to indulge in all the massive discounts!



PET EXPO Superstore



Investment Amount:

\$15,000
COMMITTED



Exclusive Benefits

- Recognized as Novi Pet Expo Superstore
- 30'x70' prime location center booth space with carpet
 - Electrical included
 - Secure Internet for cash registers
- 300 complimentary tickets
- Use of "Proud Sponsor of the NPE" on all marketing materials
- Logo on NPE tickets
- Full page ad in event program
- Marketing materials placed at entrances (sponsor provided)
- One banner hung from the ceiling above Superstore (banner provided by sponsor)
- Advertising on main page of NPE website
- Half-hour presentation window on the main stage each day of the event
- Discounted rooms at the connecting Hyatt Place Hotel
- Don't forget the standard package on page 4!



RESCUE ADOPTION

Sponsorship



Every year the Novi Pet Expo welcomes dozens of breed-specific rescue organizations and general rescue groups, plus many shelters and Humane Societies from across southern Michigan. Our mission is simple--to host a central location and opportunity for as many potential adoptive families as possible to meet as many potential adoptable pets as possible—just before the beginning of the holiday season and colder weather. This allows adoptive families to happily snuggle in with new friends for the winter, while shelters free up valuable space and resources to serve more displaced animals when most needed, during the coldest months of the year.

“Rescued is our favorite breed!”



RESCUE ADOPTION Sponsorship



Investment Amount:

\$15,000

Exclusive Benefits

- Recognized as Rescue Pet Adoption Sponsor
- 50'x50' prime location center booth space with carpet
 - Electrical included
- Patrons have to walk through booth to get to the Rescue Organizations
- 300 complimentary tickets
- Use of "Proud Sponsor of the NPE" on all marketing materials
- Full page ad in event program
- One banner hung from the ceiling above booth (banner provided by sponsor)
- Advertising on main page of NPE website
- Half-hour presentation window on the main stage each day of the event
- Discounted rooms at the connecting Hyatt Place Hotel
- Don't forget the standard package on page 4!





CARING COMPANION

Sponsorship



Our mission is simple: host an event where families can meet as many potential adoptable pets as possible so they have loveable homes before the winter months. The Caring Companion Sponsorship demonstrates your company's dedicated support and helps keep booth costs low for Non-Profit Organizations.



CARING COMPANION

Sponsorship



Investment Amount:

\$10,000

Exclusive Benefits

- 200 complimentary tickets
- Use of “Proud Sponsor of the NPE” on all marketing materials
- 20'x40' prime location on end cap booth space
 - Electrical included
 - Wi-Fi for up to 4 devices
- Logo on NPE tickets
- Full page ad in event program
- Marketing materials placed at entrances (sponsor provided)
- Two banners hung from the ceiling in prime locations during event (banners provided by sponsor)
- Discounted rooms at the connecting Hyatt Place Hotel
- Don't forget the standard package on page 4!





PAW PARTNER Sponsorship



FEATURED ENTERTAINMENT OR STAGE



Our Paw Partner Sponsors bring the “WOW” factor to the event. Gain recognition by sponsoring our exciting featured entertainment, or make a statement by choosing our popular main stage! With so many exciting performers planning to educate and entertain our patrons, you can’t go wrong!





STAGE Sponsorship

OR

FEATURED ENTERTAINMENT Sponsorship

Exclusive Benefits

- 150 complimentary tickets
 - 20'x20' prime location booth space
- Wi-Fi for up to 4 devices
- Use of “Proud Sponsor of the NPE” on all marketing materials
- Announcement as our “featured” Paw Partner sponsor at event
- Discounted rooms at the connecting Hyatt Place Hotel
- Logo on NPW tickets
- Half page ad in event program
- Two banners hung from the ceiling in prime locations during event (banner provided by sponsor)
- Ability to provide branding at feature or main stage
- Don't forget the standard package on page 4!

Paw Partner Investment Amount:

\$8,000





FURRY FRIEND

Sponsorship



Be a Supporter of our community of Furry Friends and help the Pet Expo provide a connective event hub for the animal welfare and family pet communities in Southeast Michigan! Furry Friend partners gain recognition and promotion in the weeks leading up to the event, and for the duration of the Novi Pet Expo.





TAIL WAGGER

Sponsorship



Make a difference with your support at the Novi Pet Expo. The Tail Wagger Sponsorship gives you recognition for your efforts in supporting the community and having fun while doing it! For weeks before the event, and all throughout, the Novi Pet Expo promotes you and your tail waggin' friends for supporting this extraordinary event.





FURRY FRIEND Sponsorship

Tail Wagger Investment Amount:

\$5,000

Exclusive Benefits

- 100 complimentary tickets
- Logo on NPE tickets
- 10'x20' prime location booth space
- Half page ad in event program
- Use of "Proud Sponsor of the NPE" on all marketing materials
- Don't forget the standard package on page 4!



TAIL WAGGER Sponsorship

Furry Friend Investment Amount:

\$2,500

Exclusive Benefits

- 50 complimentary tickets
- 10'x20' Pet Related prime location booth space (Non Pet +\$500)
- Use of "Proud Sponsor of the NPE" on all marketing materials
- Don't forget the standard package on page 4!





Exhibitor OPPORTUNITIES

Booth Prices

PET RELATED BUSINESSES

- 10x10 - \$400
- 10x20 - \$600
- + Endcap (2 Corners) \$700
- 10x30 - \$1000
- 10x40 - \$1200
- 20x20 Endcap - \$1500
- 20x30 Endcap - \$1700

Corner Space: Additional \$50

NON- PET RELATED BUSINESSES

- 10x10 - \$950
- 10x20 - \$1800
- + Endcap (2 Corners) \$1900

Corner Space: Additional \$50

To register for a booth visit
www.novipetexpo.com



This is a premier audience and exhibiting opportunity for any company interested in marketing pet related products or services, as well as any other business interested in marketing to this desirable demographic.



We also have special pricing for Non Profits & Rescues bringing adoptable pets to the show! Email us or visit our website for more info!

BE A PART OF Something Special





A truly PAWsome Opportunity

FOR MORE INFORMATION ON ANY OF OUR SPONSORSHIP PACKAGES
OR IF YOU WOULD LIKE US TO CUSTOMIZE A PACKAGE FOR YOU
PLEASE CONTACT: INFO@NOVIPETEXPO.COM

