



EVENT SPONSORSHIP PACKET

S SUBURBAN COLLECTION
SHOWPLACE





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. Learn, Play, Shop, Adopt!

The superior local media and marketing relationships enjoyed by the Suburban Collection Showplace contribute enormously to the overall success of the NPE. A multi-level marketing and publicity campaign will be launched to promote the NPE throughout the region, including media partnerships Social Media, print, radio, television, and outdoor advertising. There will also be a web digital marketing campaign aimed at building awareness of this event.

EXHIBITS

Patrons will have the opportunity to shop with 150+ exhibits. You may shop for anything and everything related to the pet--or a pet lover --in their life. Also a wide variety of pet rescue and animal advocacy organizations on hand from which patrons can adopt new friends.

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, horse, reptiles, amphibians, and more!

MARKETING & PROMOTION

The Suburban Collection Showplace has been host to premier pet exhibitions and events within the months of November.

These events' attendance figures have averaged between 14,000 - 20,000.

The Novi Pet Expo reaches a wide audience of animal lovers of all ages. Attendees range from families with small children to seniors-this truly is an all-ages event!

LOCATION

The Suburban Collection Showplace is located in Novi, Michigan, situated in Western Oakland County, one of the nation's most affluent areas. According to the most recent figures provided by SEMCOG, Southeastern Michigan has a total population of 4,830,020 people, and is comprised of the following counties: Livingston, Macomb, Monroe, Oakland, St. Clair, Washtenaw, and Wayne.

The Suburban Collection Showplace is centrally located with direct access in the middle of this region. It is also in a unique position to easily reach all demographics within Southeastern Michigan.

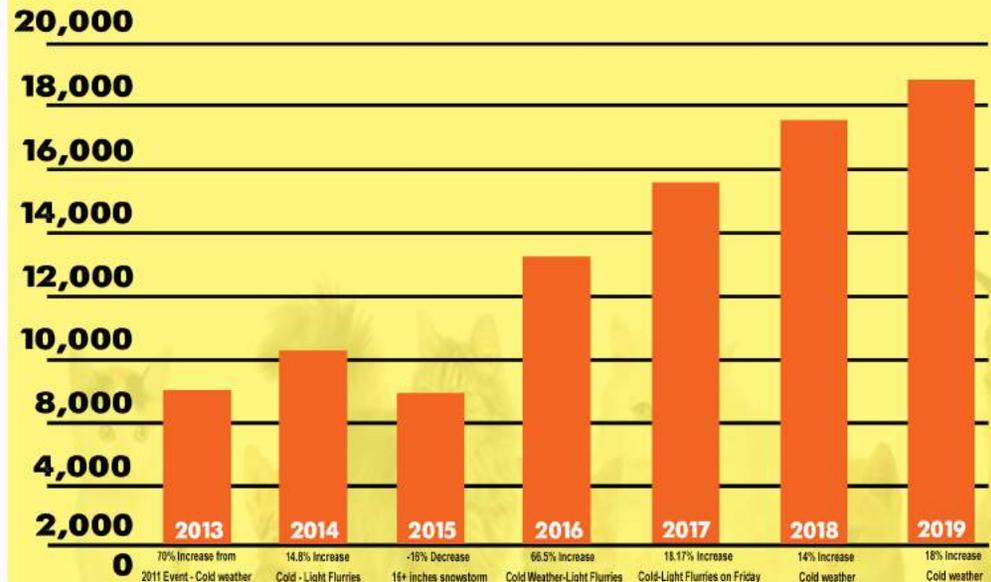
Over the past several years, a powerful collaborative energy and shared mission has developed around the Metro Detroit pet rescue community, to the great benefit of animals in need in Southeast Michigan.

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 November, we all come together for the shared purpose of finding as many new “forever homes” as possible for homeless pets in need, so that our network of partners have adequate resources to support new rescues through the cold Winter months...and it’s working! Hundreds of pets find their way home to new families each November, and many rescue groups report having applicants for every pet they bring to the Novi Pet Expo, presented in partnership by local Independent retailers, Premier Pet Supply, our Rescue Pet Adoption Sponsor, Pet Supplies Plus & VCA Animal Hospitals as well as many other local businesses whom help support this event PAWsome event.



The Novi Pet Expo
YEARLY ATTENDANCE INCREASES





Monetary Donation ■
Misc. Donation in pounds ■

The Novi Pet Expo GIVES BACK!

In 2015 we partnered with the Michigan Humane Society and collected money in bins throughout the event. In 2019 we partnered with Detroit Dog Rescue! The owner of the Suburban Collection Showplace matches these monetary donations each year and we donate the proceeds to the organization. On top of the monetary donations, visitors that attend the Novi Pet Expo can bring in any pet items or packaged food items and receive \$2.00 off their ticket, this also goes to them!



Detroit Dog Rescue
Like This Page · 16 hrs · Edited ·

Stella is finally home! After an approved application, Stella's family picked her up at the Novi Pet Expo today! Congratulations on forever, Stella!

Like · Comment · Share · 1.7K · Top Comments · 39 shares · 79 Comments

Jillian Tarnowski Stella, you just made my morning, wishing you & your family forever God's blessings, & blessings to DDR, staff, volunteers, caregivers & adopted families...
Like · Reply · 5 · 10 hrs

Erika Brooks I think it is so wonderful and loving, caring to adopt those sweet adorable Furry's!! I rescued two Furry's (Cats) Tiger and Romeo!
Like · Reply · 4 · 12 hrs

Virginia McGill Mary blessings on your new adoption I too adopted a pitbull from the animal rescue league about four years ago and she is the love and joy of my life good luck!
Like · Reply · 1 · 2 hrs

Mary Lepofsky Thank you SO much for adopting!! Congrats on your new baby! I hope you'll all have a great lifetime together!!
Like · Reply · 3 · 15 hrs

Martha Hoffman Beyond wonderful. Bless this beautiful family with a long and happy life together!
Like · Reply · 2 · 15 hrs

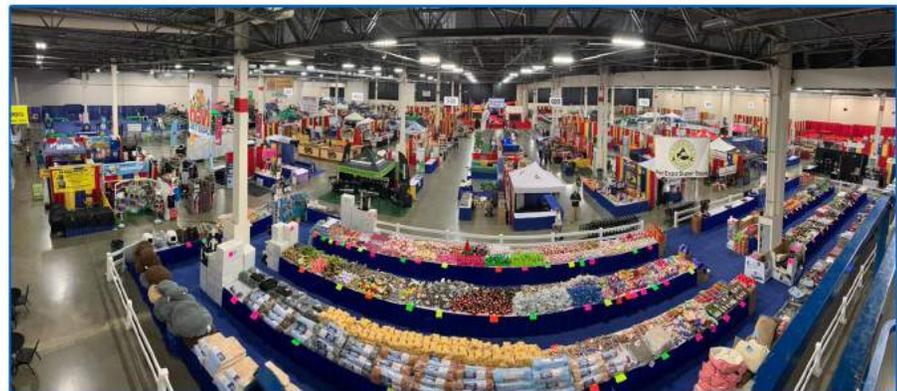
Cynthia A. Mar I'm so excited!!! I just loved Stella!! I'm sad I won't see her anymore but happy to see her with her new family!!!
Like · Reply · 2 · 15 hrs

View more comments · 6 of 79

Write a comment...

of Rescue Organizations Participating in the event

2019 - 29 GROUPS	2015 - 18 GROUPS
2018 - 27 GROUPS	2014 - 20 GROUPS
2017 - 25 GROUPS	2013 - 15 GROUPS
2016 - 23 GROUPS	



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.

The Novi Pet Expo reaches a diverse audience bound by their common love of furry family members and provides a fun, entertaining and engaging way for you to connect with them.



WE'LL FIND THE RIGHT FIT.

These general sponsorship opportunities are all flexible and modifiable, based on the marketing objectives of your specific business or industry. Talk to us and we will be delighted to craft a custom proposal just for you!

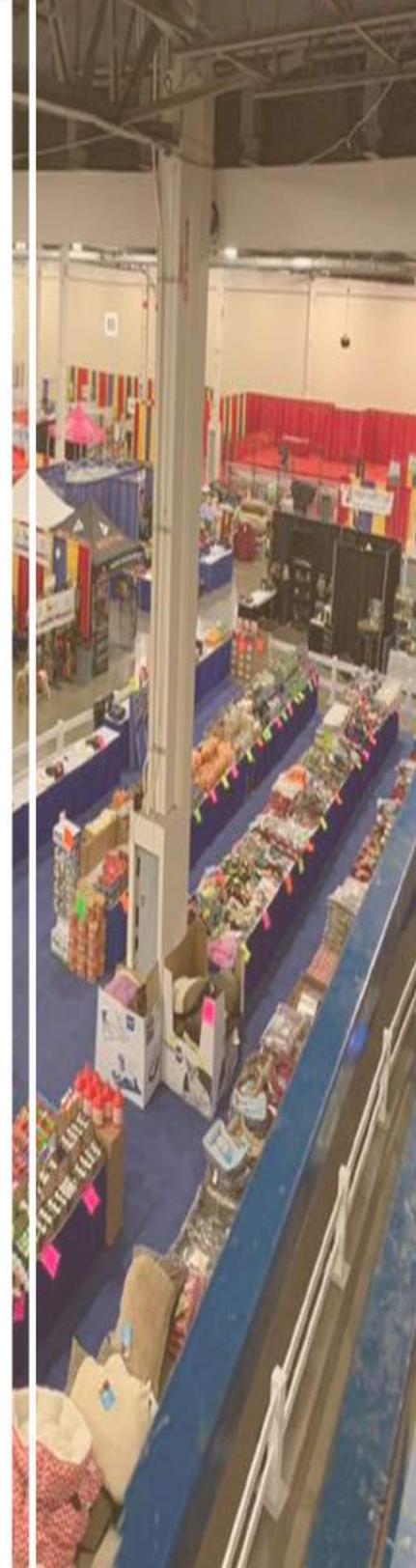


Read more about each available sponsorship package.



PRESENTING TITLE

SPONSORSHIP



PRESENTING TITLE SPONSORSHIP



SPONSORSHIP OPPORTUNITIES

This event is an ideal networking opportunity with a substantial, family friendly pet loving audience who appreciate your commitment to our community. The Novi Pet Expo provides the Paw Partnership the exclusive opportunity to get there name out to even more customers with larger media outlets than other sponsorship packages.

Presenting Title Sponsor.....\$25,000

Benefits:

- **Exclusive** overall naming rights
- Novi Pet Expo Presented by **Sponsor** new logo – (NPE will work with sponsor for a finalized logo)
- NPE Presented by **Sponsor** and named used whenever NPE is mentioned
- NPE Presented by **Sponsor** the new name for the event and will be used whenever the event is mentioned
- First Right of Refusal for 2021 NPE
- Logo inclusion on all paid advertising including television, outdoor, print and/or radio, and digital advertising.
- Sponsor tag and/or logo on show promotion on digital signage located on property, marquee on I-96, digital sign on Grand River, and posters in facility
- 1,600 Square Ft. - 40'x40' – Carpeted Floor Space with electric for activation
- Secured Internet line for your company with up to 10 devices
- Sponsor can have the right to give away product/marketing collateral/coupons/mutually agreeable item to people as they walk into the Pet Expo and/or within booth
- Prominent signage (two banners) throughout Novi Pet Expo (signage provided by sponsor)
- NPE will replace all logos within any marketing for the duration of this agreement
- Prominent Sponsor recognition on all event related marketing and promotional collateral, save the date, invitations, flyers, emails and posters
- Minimum Six (6) Social Media promotional posts featuring Sponsor to NPE Social Media Community 20k+
- Logo included on event poster hung throughout the facility, and displayed through the surrounding commercial buildings (ie: restaurants, vet clinics, pet facilities and shopping centers)
- Logo and link on NPE Web site through February 2021
- Banner ad on Novi Pet Expo Web site through February 2021
- Slider banner on Novi Pet Expo Web site through February 2021
- Logo included on our sponsors page and sponsor scroll on the NPE website with hyperlink to sponsor website
- Full page ad in event program distributed to all attendees
- Sponsor branding on lanyards worn by all vendors, sponsors, rescues, and entertainment (lanyards provided by sponsor)
- Sponsor will receive timeshare on multi-cell digital board outside entrance to Event Center (in pre-function hall) for duration of the show (for digital ad slide).
- One half-hour presentation window on the VCA Animal Hospital main stage every day of the event
- Traffic driving coupon for \$2.00 off Novi Pet Expo admission available to distribute
- Five Hundred (500) complimentary tickets for Novi Pet Expo





TOP DOG



This foundation partner opportunity offers substantial year-round marketing outreach to the pet community in Southeast Michigan, through ongoing interaction with our vibrant social media community, and puts your best paw forward with enormous media outreach and promotion surrounding the Pet Expo weekend. Join us as we provide valuable support and connection for the greater Metro Detroit animal welfare, family pet, training and veterinary community for the benefit of all involved!



TOP DOG PARTNER

This event is an ideal networking opportunity with a substantial, family friendly pet loving audience who appreciate your commitment to our community. The Novi Pet Expo provides the Paw Partnership the exclusive opportunity to get there name out to even more customers with larger media outlets than other sponsorship packages.



SPONSORSHIP OPPORTUNITIES

Top Dog Partnership..... \$15,000

Benefits:

- Exhibit booth up to 40' x40' in a prime location with an end cap, as well as electrical included
- Secure wifi connection for your booth space during the event with up to 15 users
- Prominent sponsor recognition on all event-related marketing & promotional collateral: save the date, invitations, flyers, e-mails and posters
- Sponsor listing on all at-event signage and in the event program
- Included in TV & Media advertising when applicable
- Sponsor recognition and link from the event page on the Novi Pet Expo's web site
- Logo included on sponsor scroll on bottom of NPE website with a link to your website
- Logo included on our sponsors page on the NPE website with link to your site
- Two banners hung from the ceiling in prime locations during event (banners provided by sponsor)
- Announcement as our presenting Top Dog partner during the event
- Promotional post on or Facebook, to welcome your company to the event
- Logo included on all of the tickets
- Logo included on event poster hung throughout the facility, and displayed through the surrounding commercial buildings (ie: restaurants, vet clinics, pet facilities, shopping centers)
- Second promotional post on NPE Facebook about any marketing opportunity you wish
- Full page ad in the event program
- Use of "Proud sponsor of the Novi Pet Expo" on all marketing materials
- Advertising opportunity on main header sideshow (view page for more detail)
- Year-Round Social Media support and sponsor recognition through Facebook
- Spotlight as event sponsor in at least two email blasts to our database
- 500 complimentary tickets to the event
- Allowed marketing collateral at entrance of the event to pass out to guests walking in
- Discounted room(s) at our attached Hyatt Place Hotel - Detroit/Novi for the weekend if desired



CARING COMPANION

PET ADOPTION CENTER SPONSORSHIP

Each year, the Novi Pet Expo welcomes dozens of breed-specific rescue organizations, 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, in one central location—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. Your sponsorship of this area demonstrates your company's dedicated support and helps keep booth costs low for these Non-Profit organizations! This is highly worthwhile and heartwarming endeavor!

"Rescued is our favorite breed!"



CARING COMPANION

Pet Adoption Center Sponsorship



This event is an ideal networking opportunity with a substantial, family friendly pet loving audience who appreciate your commitment to our community. The Novi Pet Expo provides the Paw Partnership the exclusive opportunity to get there name out to even more customers with larger media outlets than other sponsorship packages.



SPONSORSHIP OPPORTUNITIES **PET SUPPLIES PLUS**

Rescue Adoption Sponsor

Minus the hassle.

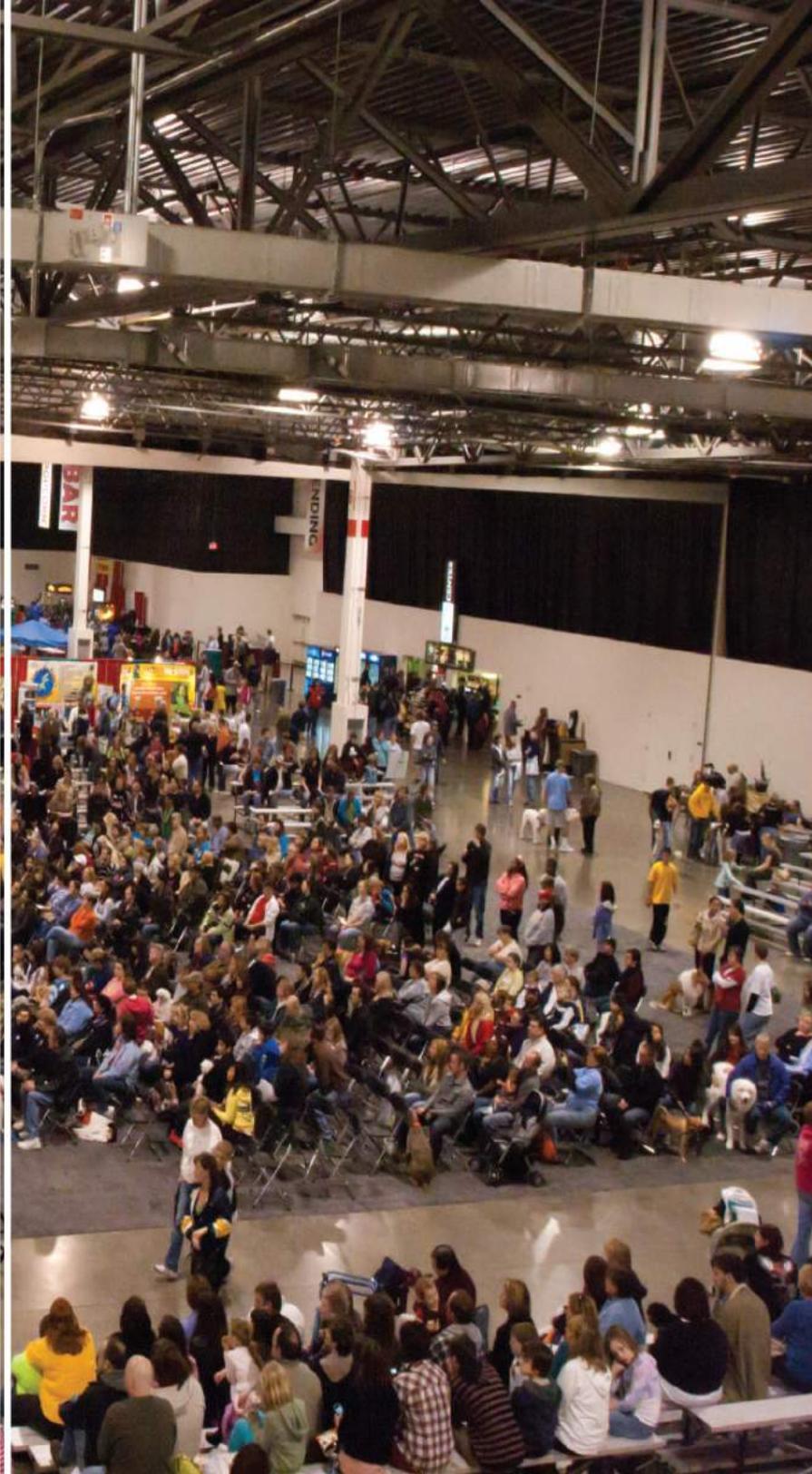
Benefits:

- Exhibit booth up to 40' x40' in a prime location with an end cap, as well as electrical included
- Secure wifi connection for your booth space during the event with up to 15 users
- Prominent sponsor recognition on all event-related marketing & promotional collateral: save the date, invitations, flyers, e-mails and posters
- Sponsor listing on all at-event signage and in the event program
- Included in TV & Media advertising when applicable
- Sponsor recognition and link from the event page on the Novi Pet Expo's web site
- Logo included on sponsor scroll on bottom of NPE website with a link to your website
- Logo included on our sponsors page on the NPE website with link to your site
- Two banners hung from the ceiling in prime locations during event (banners provided by sponsor)
- Promotional post on or Facebook, to welcome your company to the event
- Logo included on all of the tickets
- Logo included on event poster hung throughout the facility, and displayed through the surrounding commercial buildings (ie: restaurants, vet clinics, pet facilities, shopping centers)
- Second promotional post on NPE Facebook about any marketing opportunity you wish
- Full page ad in the event program
- Use of "Proud sponsor of the Novi Pet Expo" on all marketing materials
- Advertising opportunity on main header sideshow (view page for more detail)
- Year-Round Social Media support and sponsor recognition through Facebook
- Spotlight as event sponsor in at least two email blasts to our database
- 500 complimentary tickets to the event
- Allowed marketing collateral at entrance of the event to pass out to guests walking in
- Discounted room(s) at our attached Hyatt Place Hotel - Detroit/Novi for the weekend if desired

PAW PARTNER

STAGE SPONSORSHIP

The Main Stage at the Novi Pet Expo is continually programmed with pet-centric, family friendly entertainment, drawing interest and attention throughout the event. The vast majority of visitors to the expo spend some time around this stage, to learn more about current pet topics, absorb interesting lectures, and enjoy training demonstrations, along with presentations addressing other current topics of note of the pet world.





SPONSORSHIP OPPORTUNITIES



Paw Partnership Sponsor.....

Benefits:

- Exhibit booth up to 20' x 40' in a prime location with an end cap, as well as electrical included
- Secure wifi connection for your booth space during the event with up to 8 users
- Prominent sponsor recognition on all event-related marketing & promotional collateral: save the date, invitations, flyers, e-mails and posters
- Sponsor listing on all at-event signage and in the event program
- Included in TV & Media advertising when applicable
- Sponsor recognition and link from the event page on the Novi Pet Expo's web site
- Logo included on sponsor scroll on bottom of NPE website with a link to your website
- Logo included on our sponsors page on the NPE website with link to your site
- Banner hung from the ceiling over booth space during event (banner provided by sponsor)
- Announcement as our presenting Paw Partner Stage Sponsor during the event
- Promotional post on or Facebook, to welcome your company to the event
- Logo included on all of the tickets
- Logo included on event poster hung throughout the facility, and displayed through the surrounding commercial buildings (ie: restaurants, vet clinics, pet facilities, shopping centers)
- Full page ad in the event program
- Use of "Proud sponsor of the Novi Pet Expo" on all marketing materials
- Advertising opportunity on main header sideshow (view page for more detail)
- Year-Round Social Media support and sponsor recognition through Facebook
- Spotlight as event sponsor in at least two email blasts to our database
- 300 complimentary tickets to the event
- Opportunity to speak to attendees
- Discounted room(s) at our attached Hyatt Place Hotel - Detroit/Novi for the weekend if desired

PAW PARTNER STAGE SPONSORSHIP



PAW PARTNER

FEATURED ENTERTAINMENT SPONSORSHIP

Our Featured Entertainment Sponsors are an important part of the Novi Pet Expo. They bring the “WOW!” factor to the show, and you can too! They allow us to bring in new talent for the Event!

Gain prominent recognition at each of our Pet Expo and be featured by branding your company with the diverse crowds that enjoy each of our featured shows.

We invite new entertainment groups every year, along with our loyal performance groups that return for the fun.

Be part of the growth and join the WOW!





SPONSORSHIP OPPORTUNITIES

Paw Partnership Sponsor.....\$8,000

Benefits:

- Exhibit booth up to 20' x 40' in a prime location with an end cap, as well as electrical included
- Secure wifi connection for your booth space during the event with up to 8 users
- Prominent sponsor recognition on all event-related marketing & promotional collateral: save the date, invitations, flyers, e-mails and posters
- Sponsor listing on all at-event signage and in the event program
- Included in TV & Media advertising when applicable
- Sponsor recognition and link from the event page on the Novi Pet Expo's web site
- Logo included on sponsor scroll on bottom of NPE website with a link to your website
- Logo included on our sponsors page on the NPE website with link to your site
- Banner hung from the ceiling over booth space during event (banner provided by sponsor)
- Announcement as our presenting Paw Partner Stage Sponsor during the event
- Promotional post on or Facebook, to welcome your company to the event
- Logo included on all of the tickets
- Logo included on event poster hung throughout the facility, and displayed through the surrounding commercial buildings (ie: restaurants, vet clinics, pet facilities, shopping centers)
- Full page ad in the event program
- Use of "Proud sponsor of the Novi Pet Expo" on all marketing materials
- Advertising opportunity on main header sideshow (view page for more detail)
- Year-Round Social Media support and sponsor recognition through Facebook
- Spotlight as event sponsor in at least two email blasts to our database
- 300 complimentary tickets to the event
- Opportunity to speak to attendees
- Discounted room(s) at our attached Hyatt Place Hotel - Detroit/Novi for the weekend if desired

PAW PARTNER

FEATURED ENTERTAINMENT SPONSORSHIP

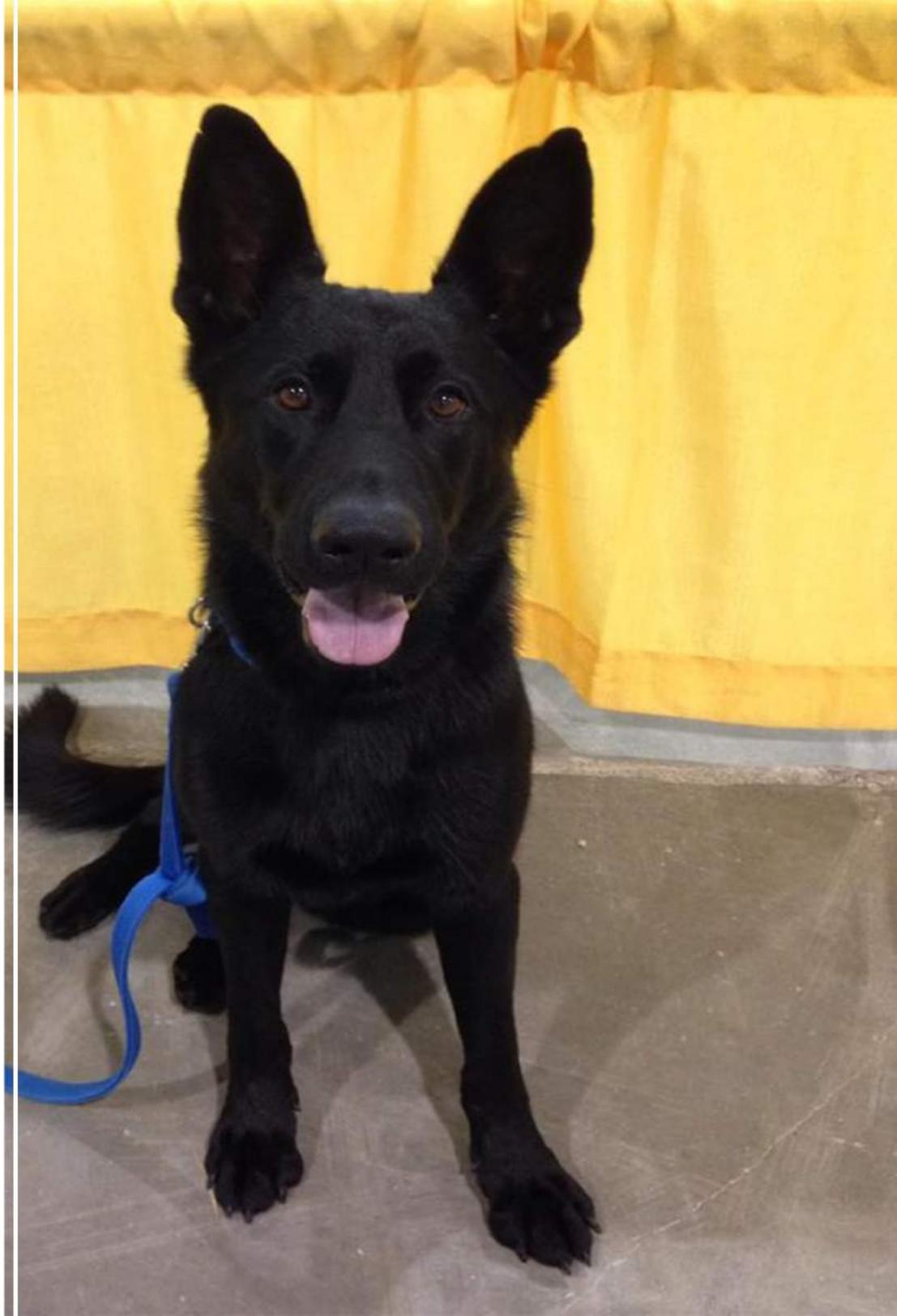


TAIL WAGGER

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. You have the opportunity to give attendees an experience they won't forget.





SPONSORSHIP OPPORTUNITIES

TAIL WAGGER SPONSORSHIP

Tail Wagger Sponsor \$5,000

Benefits:

- Exhibit booth up to 20'x 20' in a prime location with an end cap, as well as electrical included
- Prominent sponsor recognition on all event-related marketing & promotional collateral: save the date, invitations, flyers, e-mails and posters
- Sponsor listing on all at-event signage and in the event program
- Included in TV & Media advertising when applicable
- Sponsor recognition and link from the event page on the Novi Pet Expo's web site
- Logo included on sponsor scroll on bottom of NPE website with a link to your website
- Logo included on our sponsors page on the NPE website with link to your site
- Promotional post on or Facebook, to welcome your company to the event
- Logo included on all of the tickets
- Logo included on event poster hung throughout the facility, and displayed through the surrounding commercial buildings (ie: restaurants, vet clinics, pet facilities, shopping centers)
- Half page ad in the event program
- Use of "Proud sponsor of the Novi Pet Expo" on all marketing materials
- Year-Round Social Media support and sponsor recognition through Facebook
- Spotlight as event sponsor in at least two email blasts to our database
- 200 complimentary tickets to the event
- Opportunity to speak to attendees
- Advertising opportunity on main header sideshow for an additional advertising fee (see more details in this packet)



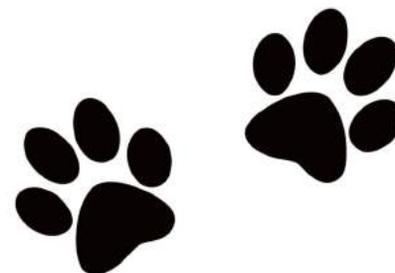


FURRY

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.



FURY FRIEND SPONSORSHIP



SPONSORSHIP OPPORTUNITIES

Furry Friend Sponsor.....\$3,500

Benefits:

- Exhibit booth up to 10' x 20' in a prime location
- Prominent sponsor recognition on all event-related marketing & promotional collateral: save the date, invitations, flyers, e-mails and posters
- Sponsor listing on all at-event signage and in the event program
- Included in TV & Media advertising when applicable
- Sponsor recognition and link from the event page on the Novi Pet Expo's web site
- Logo included on sponsor scroll on bottom of NPE website with a link to your website
- Logo included on our sponsors page on the NPE website with link to your site
- Promotional post on or Facebook, to welcome your company to the event
- Logo included on event poster hung throughout the facility, and displayed through the surrounding commercial buildings (ie: restaurants, vet clinics, pet facilities, shopping centers)Use of "Proud sponsor of the Novi Pet Expo" on all marketing materials
- Year-Round Social Media support and sponsor recognition through Facebook
- 50 complimentary tickets to the event





Advertising as the second image header slide here
Dimensions (2.43x0.3)



Advertising as the second image main slide here
Dimensions (19.605x4.375)

- SHOW INFO
- FEATURES
- EXHIBITORS
- SPONSORS
- GALLERY
- VOLUNTEER
- CONTACT

NOVEMBER | SUBURBAN COLLECTION SHOWPLACE

NOVI | MICHIGAN

00 00 00 00
Days Hours Mins Secs

- PLAY
- ADOPT
- LEARN
- SHOP



NON-STOP ENTERTAINMENT
[More Info](#)



RESCUE PET ADOPTION
[More Info](#)



SPONSORSHIP FORM



Please fill-out the following form to confirm your chosen sponsorship package. If you would like us to change, modify or customize any sponsorship package please contact us, we would love to discuss what your marketing goals are to complete a better package for your company. Completed forms can be returned to Jackie McMahon, Event Director, at info@novipetexpo.com or by fax at 734-347-7720. Please contact us with any questions.

CONTACT INFORMATION:

Company Name

Contact Person

Contact E-mail Address

Contact Phone Number

Address

City/State/Zip Code

SPONSORSHIP PACKAGES:

PRESENTING SPONSOR (ONE OPPORTUNITY)

____ \$ 25,000 Presenting Sponsor

TOP DOG (MULTIPLE OPPORTUNITIES)

____ \$ 15,000 Top Dog Sponsor



CARING COMPANION RESCUE PET ADOPTION (ONE OPPORTUNITY)

COMMITTED BY **PET SUPPLIES PLUS**
Minus the hassle.

PAW PARTNER STAGE SPONSORSHIP (ONE OPPORTUNITY)

COMMITTED BY **VCA**
Animal Hospitals

PAW PARTNER FEATURED ENTERTAINMENT SPONSORSHIP
(MULTIPLE OPPORTUNITIES)

____ \$8,000 Paw Partner Sponsor

TAIL WAGGER (MULTIPLE OPPORTUNITIES)

____ \$5,000 Tail Wagger Sponsor

FURRY FRIEND SPONSORSHIP (MULTIPLE OPPORTUNITIES)

____ \$ 3,500 Furry Friend Sponsor

PAYMENT INFORMATION:

____ Please send me an invoice

____ I have enclosed a check made payable
to Expo Productions, LLC

____ Please charge my credit card

Card Type: Visa / MC / AmEx / Discover

Card Number

Expiration Date

Security Code



**THANK YOU
FOR
SUPPORTING!**

Once we receive your completed sponsorship form, Novi Pet Expo staff will contact you to discuss event arrangements, sponsorship benefits and recognition.

Please send your high-resolution color and black-and-white logos (.EPS or vector preferred) to info@novipetexpo.com. All materials will be sent for your approval before going to print.



\$ _____
Total Sponsorship Cost

Signature

Date

