

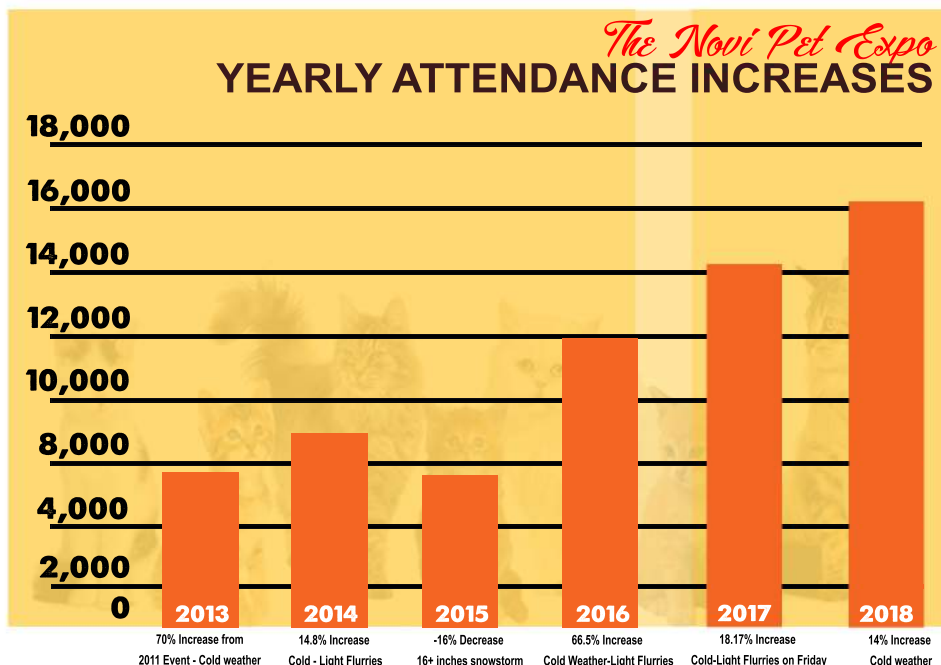


EVENT SPONSORSHIP PROPOSAL

 SUBURBAN COLLECTION
SHOWPLACE



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. We are very proud that the annual Novi Pet Expo at the Suburban Collection Showplace. This event has become a destination event not only for more than 16,000 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 retailer, Premier Pet Supply & our Rescue Pet Adoption/Top Dog Partner Pet Supplies Plus as well as many other local businesses whom help support this event.





of Rescue Organizations Participating in the event

2018 - 27 GROUPS

2017 - 25 GROUPS

2016 - 23 GROUPS

2015 - 18 GROUPS

2014 - 20 GROUPS

2013 - 15 GROUPS



Monetary Donation ■
Misc. Donation in pounds ■



SOMEBODY HERE NEEDS YOU.

The Novi Pet Expo DONATES PROCEEDS

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

3,000

2,000

1,000

500

0

2015

2015

2016

2016

2017

2017

2018

2018





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 160+ 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, dock diving dogs, rare and unusual pet breeds, birds, reptiles and amphibians, and more!

MARKETING & PROMOTION

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

These events' attendance figures have averaged between 13,000 - 16,000.

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.

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.



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

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\$8,000

Benefits:

- Exhibit booth up to 20' 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 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



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!"





SPONSORSHIP OPPORTUNITIES

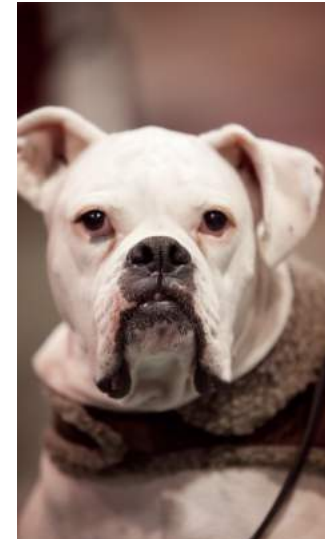
CARING COMPANION

Pet Adoption Center Sponsorship

Caring Companion Sponsor \$5,000

Benefits:

- Exhibit booth up to 20' x20' 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)



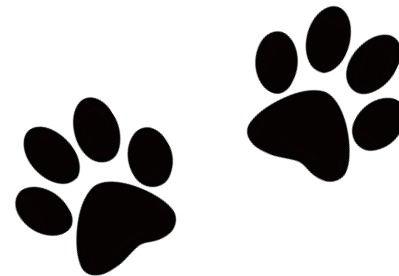


FURRY

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 Pet Expo.



FURY FRIEND SPONSORSHIP



SPONSORSHIP OPPORTUNITIES

Furry Friend Sponsor..... \$2,500

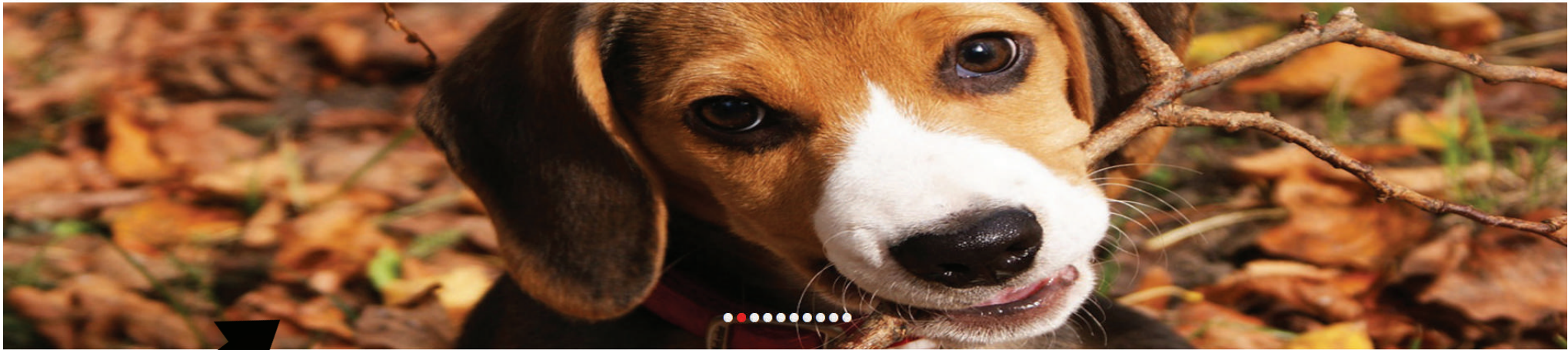
Benefits:

- Exhibit booth up to 10' x20' 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
- 100 complimentary tickets to the event





SLIDER BANNER ON NPE WEBSITE



BANNER AD ON NPE MAIN PAGE



NOVEMBER 20 - 22 | **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

01

02

03

04

TOP DOG

- Exhibit booth up to 40'x40' in a prime location
- Logo included on all print collateral when applicable
- Included in TV & media advertising when applicable
- Logo included on sponsor scroll on bottom of website with hyperlink to your site
- Spotlight as event sponsor in at least 2 email blasts
- Logo included on our sponsors page on the Novi Pet Expo website with a hyperlink to your website
- Two Banners hung from ceiling in prime locations during event (Banner provided by sponsor)
- Announcement on Main Stage as a presenting sponsor
- Promotional post on our facebook, to welcome your company to the show
- Logo included on tickets
- Logo included on event poster hung throughout the facility, and displayed throughout the surrounding cities (vet clinics, shopping centers, pet facilities etc..)
- Full page ad for the event program
- Use of "Proud Sponsor of Novi Pet Expo" on all marketing materials
- Advertising opportunity on main slide show on the Novi Pet Expo website
- Year -Round Social Media support and recognition through Facebook
- 500 Complimentary tickets



PAW PARTNER

- Exhibit booth up to 20'x40' in a prime location
- Logo included on all print collateral when applicable
- Included in TV & media advertising when applicable
- Logo included on sponsor scroll on bottom of website with hyperlink to your site
- Spotlight as event sponsor in at least 2 email blasts
- Logo included on our sponsors page on the Novi Pet Expo website with a hyperlink to your website
- Banner hung above booth or near a prime location
- Promotional post on our facebook, to welcome your company to the show
- Logo included on event poster hung throughout the facility, and displayed throughout the surrounding cities (vet clinics, shopping centers, pet facilities etc..)
- Full page ad for the event program
- Use of "Proud Sponsor of Novi Pet Expo" on all marketing materials
- Year -Round Social Media support and sponsor recognition through Facebook
- 300 Complimentary tickets



CARING COMPANION

- Exhibit booth up to 20'x20' in a prime location
- Logo included on all print collateral when applicable
- Logo included on sponsor scroll on bottom of website with hyperlink to your site
- Logo included on our sponsors page on the Novi Pet Expo website with a hyperlink to your website
- Promotional post on our facebook, to welcome your company to the show
- Logo included on event poster hung throughout the facility, and displayed throughout the surrounding cities (vet clinics, shopping centers, pet facilities etc..)
- Half page ad for the event program
- Use of "Proud Sponsor of Novi Pet Expo" on all marketing materials
- Year -Round Social Media support and sponsor recognition through Facebook
- 200 Complimentary tickets



FURRY FRIEND

- Exhibit booth up to 10'x20' in a prime location
- Logo included on all print collateral when applicable
- Logo included on sponsor scroll on bottom of home page and sponsor page of the Novi Pet Expo website with a hyperlink to your website
- Promotional post on our facebook, to welcome your company to the show
- Logo included on event poster hung throughout the facility, and displayed throughout the surrounding cities (vet clinics, shopping centers, pet facilities etc..)
- Use of "Proud Sponsor of Novi Pet Expo" on all marketing materials
- 100 Complimentary tickets



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:

TOP DOG

____ \$15,000 Top Dog

PAW PARTNER STAGE SPONSORSHIP

____ \$8,000 Paw Partner

CARING COMPANION PET ADOPTION

____ \$5,000 Caring Companion Sponsor

FURRY FRIEND SPONSORSHIP

____ \$2,500 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

