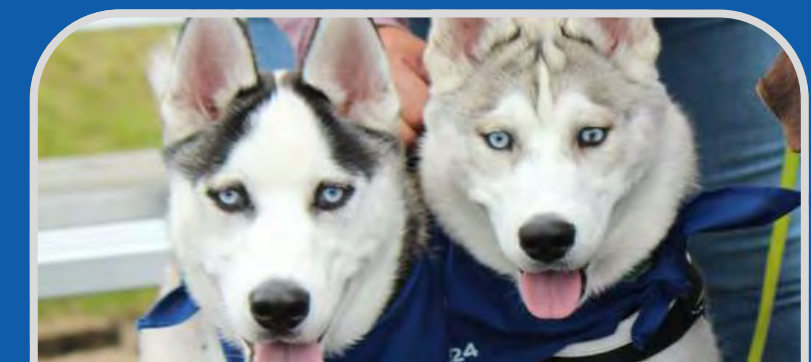
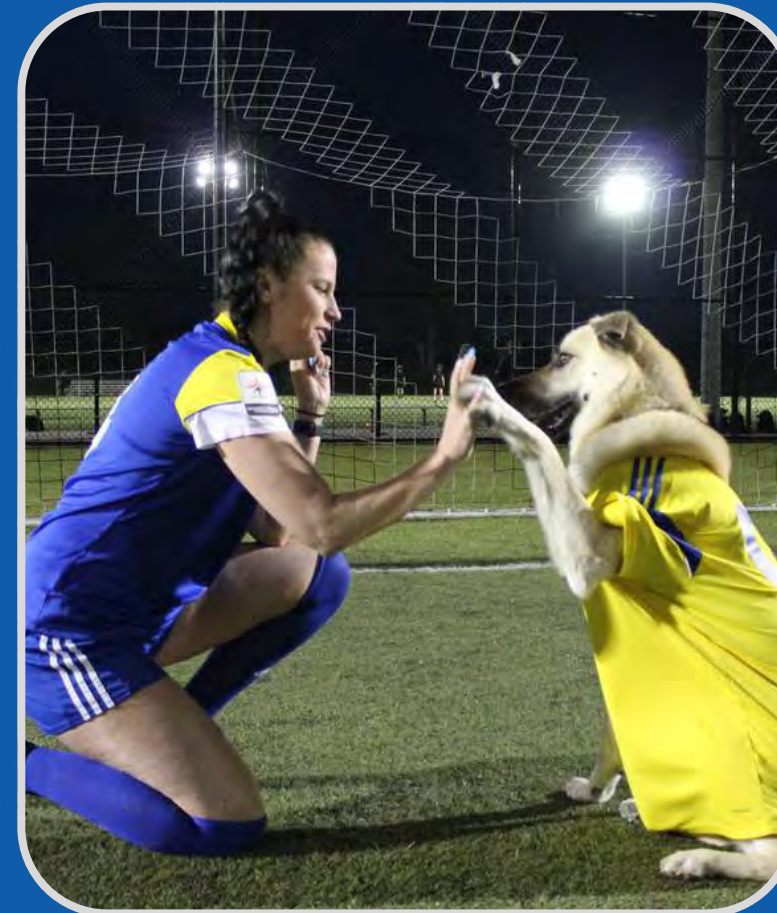


BECAUSE IT'S ABOUT PEOPLE, COMMUNITY, AND SPORT



WHY PAWTHUR'S DAY?

- **Purpose:**
 - Celebrate the joy and emotional support pets bring to our lives through a **community-focused** celebration for pet & football lovers
- **The Reality:**
 - 61% of Canadian households own a pet
 - 5 Million Ontarian's own a dog
 - Demonstrates the deep connection Canadians have with animals
- **Goals:**
 - Unite local organizations, families, friends, and pets in one **inclusive** space
 - Promote pet adoption, care, and products
 - Raise **awareness and funds** for animals in need
- **Community Impact:**
 - Create a meaningful and **lasting impact** for pets and people alike
 - Strengthen community ties through shared love of animals and sport



EVENT PLAN



Sunday, June 14th
12pm-5pm



Corpus Christi Catholic
Secondary School
5150 Upper Middle Rd,
Burlington, ON L7L 0E5

VENDOR SET-UP



11:00am

VENDOR MARKET



12:00pm - 5:00pm

WOMEN'S KICKOFF



1:00pm VS Oakville SC

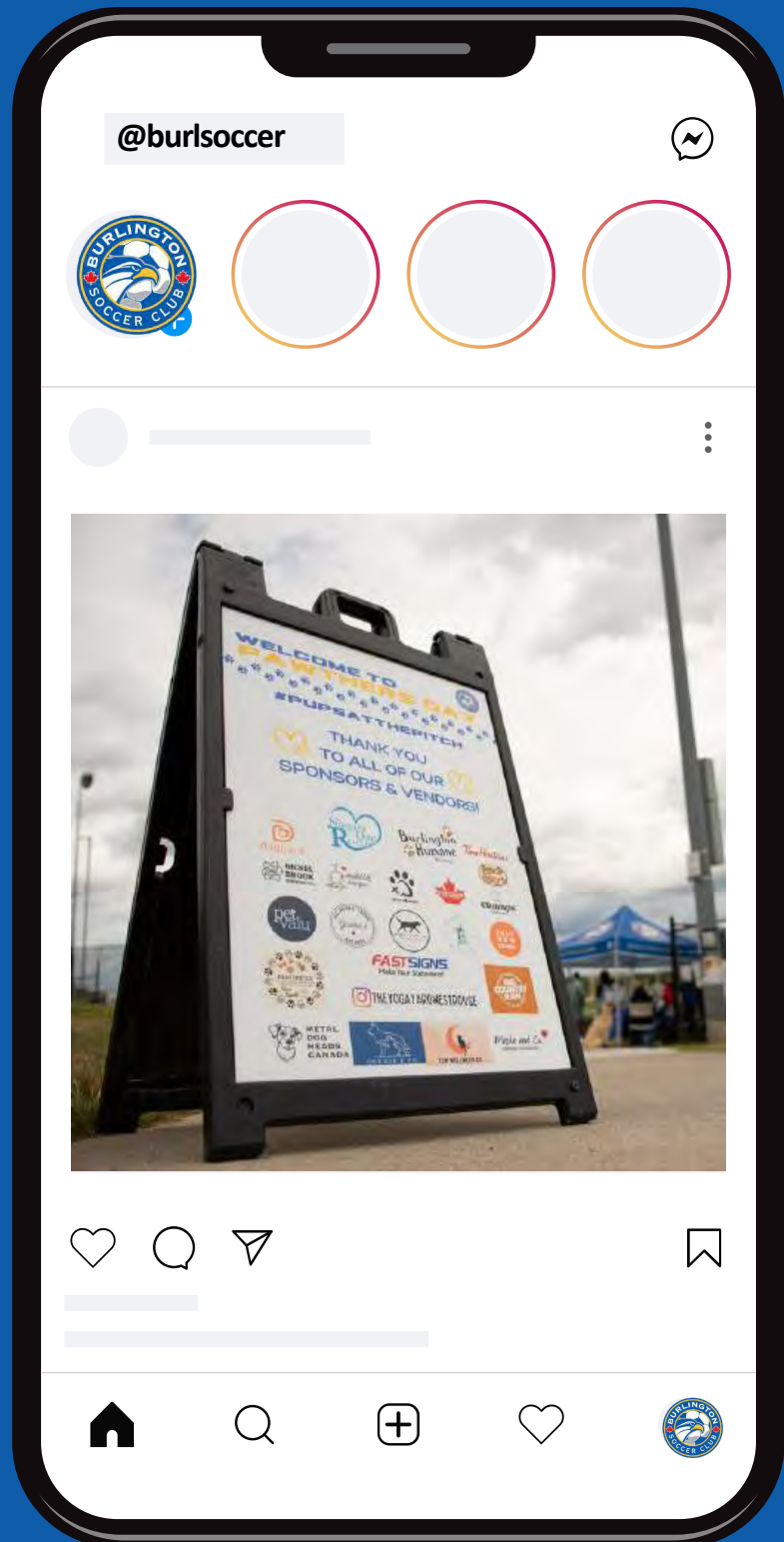
MEN'S KICKOFF



4:30pm VS Woodbridge
Strikers



WHAT'S IN IT FOR YOU?



Increased Awareness



Your logo and program info featured across our promotional materials



Multi-platform advertising campaign (social, print, digital)



Prominent on-site presence with your own tent and table

Direct Engagement

- Opportunity to display and **sell** your products/services
- Engage with **hundreds** of pet-loving community members
- Build lasting local **connections** and customer relationships

Media Exposure

- Our Newsletter reaches **10,000+** Burlington residents
- Growing social media following and event visibility

Proven Success

- **\$1,500** raised for Burlington Humane Society & Niagara Dog Rescue in previous years
- Year-over-year **growth** in donations and community support

Cost-Effective Participation

- Donate **10%** of sales from event day to the charity organizations
- Maximize **ROI** with minimal upfront commitment



MORE WAYS TO SUPPORT:

1

Swag Bags x50

- Provide small branded items, samples, or coupons for pet owners
- Great way to get your product directly into hands of the local community
- Past examples:
 - Treat samples
 - Pet supplies
 - Branded goodies
 - Coupons

2

Raffle Basket x2

- Donate a product or service to our themed raffle baskets
- Drives engagement and draws attention to your brand
- Past items included:
 - Toronto FC Tickets
 - Gift cards
 - Dog grooming services
 - Pet merchandise
 - Local experiences
 - Beverages



WE HOPE TO SEE YOU THERE!

Should you have any questions, please do not hesitate to connect. If you are interested in participating, please contact by Friday May 29th

Thank you!

Contact: ssewart@burlingtonsoccer.com
and sallen@burlingtonsoccer.com