

# Joybound Around Town

Joybound Around Town (formerly Animals on Broadway) is one of Joybound People & Pets' biggest community events of the year.

Hosted at Walnut Creek's Broadway Plaza, 2024's event is not to be missed. To kick-off our celebration, event participants will take a one-mile walk with their four-legged pals around the plaza, spreading unconditional joy with the community. The day then continues with our popular pet wellness festival featuring pet services, booths, games, and entertainment.

## Joybound Around Town

Sunday, May 19<sup>th</sup>  
10 am - 3 pm

Broadway Plaza  
Walnut Creek, CA

[joybound.org/aroundtown](https://joybound.org/aroundtown)



## How You Can Support the Event

**1** Become an event sponsor.

**2** Form your own company team.

**3** Host a booth at the pet fair.

Joybound People & Pets

2890 Mitchell Drive, Walnut Creek, CA • (925) 256-1273 • [joybound.org](https://joybound.org) • Tax ID 68-0240341

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## Event Exposure & Joybound Reach

Sponsoring Joybound Around Town maximizes exposure to passionate animal lovers in our area. Being a sponsor establishes you as a partner in our work of bringing greater health and happiness to dogs, cats, their human families, and the community as a whole. Sponsors can also build camaraderie by having your employees and/or clients participate as a fundraising team!

Participation at all levels is available, and we'll work with you to find an opportunity that is meaningful for you. Every dollar raised helps find loving homes for dogs and cats and support people and pets through a lifetime partnership.

**4,000+**

**annual participants in Joybound Around Town / Animals on Broadway**

**450,000+**

**unique website  
visitors (annually)**

**75,000+**

**Joybound social  
media followers**

**40,000+**

**active Joybound  
email subscribers**



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## About the Pet Walk

Joybound Around Town begins at 10 am with a celebratory pet walk. Participants make the easy, one-mile trek around Broadway Plaza with their furry friends. Team leaders use Joybound's online portal to invite friends, family, co-workers, and any other fellow animal lovers to join their team and raise funds to give more dogs and cats safe, healthy, loving homes. We even have exciting prizes for our top fundraisers and top fundraising teams!



**This year's Joybound Around Town fundraising goal is \$100,000!**

## About the Pet Festival



After the completion of the pet walk, the day of fun continues into the afternoon with our pet wellness festival! With the streets of Broadway Plaza lined with pet-related booths and activities, guests will enjoy fun for pets and people of all ages. Plus, don't miss the popular Best-Dressed Pet Contest on the main stage!

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## Sponsorship Opportunities

Sponsor Benefits	Gold \$10,000	Silver \$5,000	Bronze \$2,500
10' x 10' booth (includes pop-up tent, one six-foot table, and two chairs)	✓	✓	✓
Opportunity to provide 300 S'Wag bag giveaways	✓	✓	✓
Recognition on event website	<i>Logo &amp; Link</i>	<i>Name &amp; Link</i>	<i>Name</i>
Recognition on event t-shirt <i>(Print deadline is Fri 4/19)</i>	<i>Logo</i>	<i>Name</i>	<i>Name</i>
Recognition on day-of sponsor banner <i>(Print deadline is Fri 5/3)</i>	<i>Logo</i>	<i>Name</i>	<i>Name</i>
Recognition on social media in post-event sponsor thank you post	<i>Name &amp; Social Tag</i>	<i>Name &amp; Social Tag</i>	<i>Name</i>
Recognition in emails to Joybound and event supporters (40k+)	<i>Logo &amp; Link</i>	<i>Name</i>	
Recognition in pre-event marketing (press release, brochure, emails, etc.)	✓		

### Additional Sponsorships & Add-Ons

- Water booths
- Best Dressed Pet Contest
- Mobile adoptions
- Doggie Pool Club
- Discovery Zone
- And more!

Just contact Joybound's events team for more information!

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### Joybound People & Pets



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## Interested to Participating?

**Yes! I would like to be a sponsor:**    Gold                       Silver                       Bronze

**Yes! I would like to form a corporate pet walk team.**

**Yes! I would like to donate products:**

Prize Package                       300 products for S'Wag bags                       Other

Estimated fair market value: \_\_\_\_\_

Description (including quantity, size, color, and/or specific instructions):  
\_\_\_\_\_

**I cannot sponsor this year, but count me in for a gift:**

\$2,000                       \$1,500                       \$1,000                       \$750  
 \$500                       \$250                       \$100                       Other: \_\_\_\_\_

**Name:** \_\_\_\_\_

**Preferred Name Recognition:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_                      **State:** \_\_\_\_\_                      **ZIP:** \_\_\_\_\_

**Phone Number:** \_\_\_\_\_                      **Email Address:** \_\_\_\_\_

Please return this form by April 16, 2024 to:

Joybound People & Pets

2890 Mitchell Drive, Walnut Creek, CA 94598, Attn: Vickie Eiges

Questions? Contact Vickie Eiges at (925) 296-3103 or [veiges@joybound.org](mailto:veiges@joybound.org)

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