

The background is a dark blue color with several faint, light blue icons of various drinks scattered around. These include a wine glass, a champagne flute, a martini glass, a whiskey glass, a beer mug, a cocktail glass, and a shot glass.

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CRAWL

2023 SPONSORSHIPS

ABOUT THE BARCS CRAWL

Our beloved Federal Hill bar crawl is making its return! Last time we held this event in 2018, we had more than 1,200 attendees.

This event is heavily marketed on social media and to BARCS' email list. Additionally, there are digital materials and apps used by participants to navigate all of the bar and restaurant participants. All attendees receive a commemorative shirt, which most wear during the event. Participants typically range in age from 21-45 and are a majority downtown Baltimore City residents.

This year's event will be on **Saturday, June 17** from **1:30-7:30pm** in **Federal Hill**.

If you are interested in sponsoring this event, please contact Kate Pika at kpika@barcs.org



BARCS MEDIA & MARKETING REACH

Social Media

Facebook Likes: 157,000
Average Reach Per Post: 256,000
Annual Reach: 2.5 Million

Instagram Likes: 39,500
Average Reach Per Post: 20,000
Annual Reach: 125,000 Unique Accounts

TikTok Followers: 4,200
Twitter Followers: 9,000

BARCS Website

Unique Annual Visitors: 459,000
Page Views Per Year: 2,75,000
Average Time Spent on Site: 2:30:00

Mailing Lists

Number of Email Contacts: 79,600
Number of Mailing Households: 68,000

Statistics updated as of March 23, 2023

BARCS has been a proven nonprofit leader in the Baltimore community for more than 15 years. We are a well known and respected animal welfare organization. Connecting your business with us means that you will be reaching a dedicated audience in the hundreds of thousands, both enhancing your brand and letting people know that you support a cause they care about.



PRESENTING SPONSOR: \$5,000

The Presenting Sponsor receives exclusive naming rights to the event (BARCS Crawl, Presented by “Your Company Name”) along with:

- Ten (10) tickets to the event
- Priority company name and logo placement on emails, social media and other pre- and post-event related communications
- Recognition in pre-event media communications, including press release
- Logo on BARCS Crawl flyers
- Logo on event T-shirt given to participants
- Company giveaways distributed to participants (sponsor provide)
- Priority logo placement on signage at the event
- Custom BARCS Crawl graphic with company logo for use on the company’s social media accounts
- Visit to company’s office/location with an adoptable dog



ACTIVITY SPONSOR: \$2,500

Activity Sponsors can choose naming rights for the Scavenger Hunt, Printed/Digital Event Maps, Safety Stations OR Event Souvenirs (choice of koozies or sunglasses) along with:

- Eight (8) tickets to the event
- Post-event acknowledgment on social media
- Recognition in pre-event emails
- Company giveaways distributed to participants (sponsor must provide)
- Logo placement on signage at the event
- Logo placement on corresponding sponsored activity/item
- Custom BARCS Crawl graphic with company logo for use on the company’s social media accounts

CHECK-IN SPONSOR: \$1,500

Check-In Sponsor receives naming rights for the check-in table along with:

- Six (6) tickets to the event
- Post-event acknowledgment on social media
- Recognition in pre-event emails
- Logo placement on signage at the event (at Check-In Table)
- Custom BARCS Crawl graphic with company logo for use on the company's social media accounts

GENERAL SPONSOR: \$500

- Two (2) tickets to the event
- Recognition in pre-event emails
- Custom BARCS Crab Feast graphic with company logo for use on the company's social media accounts

