

BARCS' ANNUAL TASTING EVENT:  
**POURS** *for* **PAWS**



**2024 SPONSORSHIPS**



# ABOUT POURS FOR PAWS

Beer sipping, wine tasting, spirits and cocktail sampling, music and snacks...all for the animals!

Pours for Paws is a fun and unique fundraising event. General Admission includes food and a commemorative glass so participants can enjoy as many samples as they would like from dozens of vendors. VIP tickets (NEW this year!) include access to the earlier VIP hour from 12-1pm along with full pint glasses.

The vendors include a variety of local breweries, wineries, distilleries and restaurants.

This year's event will be on **Saturday, June 1** at **The B&O Railroad Museum**.

*If you are interested in sponsoring this event, please contact Kate Pika at [kpika@barcs.org](mailto:kpika@barcs.org)*

# BARCS MEDIA AND MARKETING REACH

## Social Media

Facebook Likes: 160,000

Average Reach Per Post: 186,000

Annual Reach: 1.6 Million

Instagram Likes: 42,600

Average Reach Per Post: 11,000

Annual Reach: 168,000 Unique Accounts

TikTok Followers: 4,600

Twitter Followers: 9,000

## BARCS Website

Unique Annual Visitors: 586,000

Page Views Per Year: 2.6 Million

Average Time Spent on Site: 1:56:00

## Mailing Lists

Number of Email Contacts: 89,700

Number of Mailing Households: 72,000

*Statistics updated as of March 8, 2024*



**BARCS has been a proven nonprofit leader in the Baltimore community for 20 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 (Pours for Paws, 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
- Naming rights to the VIP area/early entry
- Recognition in pre-event media communications, including press release
- Logo on Pours for Paws flyers
- Logo on souvenir pint glass given to VIP participants
- Vendor space at event
- Company giveaways distributed to participants (sponsor must provide)
- Priority logo placement on signage at the event
- Custom Pours for Paws 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 Live Music, Keg Curling Tournament, Bottle Toss, Photo Booth OR Prize Wheel along with:

- Eight (8) tickets to the event
- Post-event acknowledgment on social media
- Recognition in pre-event emails
- Vendor space at event
- Company giveaways distributed to participants (sponsor must provide)
- Logo placement on signage at the event
- Custom Pours for Paws 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
- Recognition on signage at the event
- Custom Pours for Paws 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 Pours for Paws graphic with company logo for use on the company's social media accounts

