

# Lone Star Bark

Sponsorship  
Opportunities

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# OUR MISSION

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SNN's mission is to eliminate pet overpopulation through spay/neuter, while empowering communities to care responsibly for dogs and cats.

# OUR VISION

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To create compassionate communities free of homeless pets.



# LONE STAR BARK: THE EVENT

Lone Star Bark is one of North Texas's most anticipated pet-friendly events, bringing together thousands of animal lovers, families, and their dogs for a high-energy afternoon of fun, food, music, and memorable experiences at Lone Star Park.

This isn't just an event people attend; it's an experience they share. From cheering on dogs racing down the track to laughing through games and snapping photos with their pups, Lone Star Bark creates joyful moments where sponsors can truly connect with the community.



# HELPING MORE PETS LIKE DORIS

When Nancy discovered Doris, an eight-month-old puppy who had been abandoned near her father's workplace, she knew she couldn't leave her behind. Nancy brought Doris home, determined to give her a safe, loving future. She's even working to help two other dogs from the same area so they can eventually find homes as well.

Like many families, Nancy faced challenges finding affordable care with timely availability. That's where Spay Neuter Network stepped in. Doris received a low-cost spay, vaccinations, and the preventative care she needed to stay healthy and protected.

Families like Nancy's rely on access to affordable, high-quality services to do the right thing for their pets. Funds raised through Lone Star Bark help Spay Neuter Network continue providing this care, ensuring more pets like Doris receive the services they need, while preventing future litters and reducing pet overpopulation across North Texas.

Sponsors make this impact possible. By supporting Lone Star Bark, your business helps turn compassion into action for pets and the people who care for them.



# 2025 RECAP

Lone Star Bark continues to grow each year, welcoming thousands of attendees and their dogs for a full day of entertainment and engagement.

- Thousands of pet lovers in attendance
- High community visibility for sponsors
- Strong digital and email promotion leading up to the event
- On-site brand engagement through booths, giveaways, and activations

Sponsors consistently tell us they love the energy, the audience, and the opportunity to showcase their brand in a positive, feel-good environment.

## 4,000 ATTENDEES

## OUR REACH IN 2025

57,508



3,371



394



475



153



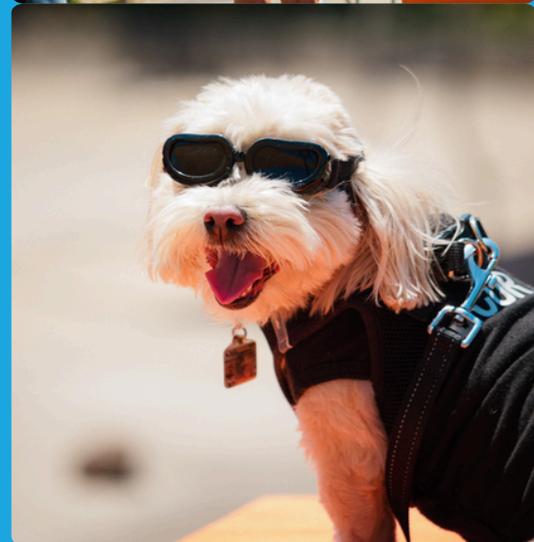
18,794



1,185



41,000



# TOP DOG - Presenting Sponsor

## \$3,500

Be the face of Lone Star Bark and receive the highest level of visibility before, during, and after the event. As the Top Dog Sponsor, your brand leads the pack across all marketing channels and on-site experiences.

Top Dog Sponsor benefits include  
**all Paw Partner benefits, PLUS:**

- Exclusive recognition as the Top Dog (Presenting) Sponsor in all event communications and advertisements
- Headline logo placement on all event signage, sized 50% larger than all other sponsor logos
- Top logo placement on the Lone Star Bark event webpage with a direct link to your website
- Logo inclusion in all Lone Star Bark marketing emails, with prominent placement
- Featured logo placement on the Spay Neuter Network homepage
- Logo recognition on the SNN Partners page
- First right of refusal for Top Dog sponsorship for the following year
- Opportunity to include a branded item or coupon in the giveaway bag



# MAIN STAGE Sponsor

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## \$2,000

Put your brand in the spotlight at Lone Star Bark. As the Main Stage Sponsor, your business is associated with the event's most energetic moments, announcements, music, and crowd-gathering excitement.

This sponsorship offers high-impact visibility throughout the day, both visually and verbally, while positioning your brand at the heart of the event experience.

Main Stage Sponsor benefits include  
**all Paw Partner benefits, PLUS:**

- Sponsor's logo featured on the Stage televisions
- Verbal recognition anytime the Stage area is mentioned
- Large banner placement on the Stage area
- Recognition in an official press release sent to media outlets
- Premium booth placement for maximum attendee interaction
- Premium placement on the Lone Star Bark webpage
- Priority renewal for next year
- Stage host thank-you mentions
- Only one spot available



# THE DOG HOUSE Sponsor

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\$1,500

★ SOLD OUT ★

Be part of where attendees come together to relax, connect, and enjoy Lone Star Bark. As the Dog House Sponsor, your brand is featured in the pavilion area, home to the silent auction and bar, where guests spend meaningful time socializing and engaging.

The Dog House Sponsor benefits include  
**all Paw Partner benefits, PLUS:**

- Recognition throughout the silent auction and bar area
- Prominent signage with the sponsor's logo at the pavilion
- Recognition in the press release sent to media outlets
- Premium booth placement at the event
- Premium placement on the Lone Star Bark webpage



# BEAGLE BENEFACTOR - Carnival Games Sponsor

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## \$1,000

As the Beagle Benefactor, your business makes Lone Star Bark even more joyful by sponsoring all carnival games, allowing attendees and their dogs to play for free all day long. This high-energy sponsorship puts your brand at the heart of the action, where laughter, photos, and memories are made.

The Beagle Benefactor benefits include  
**all Paw Partner benefits, PLUS:**

- Exclusive logo placement at every carnival game station, reaching attendees throughout the entire event.
- Logo inclusion in at least three event marketing materials leading up to Lone Star Bark
- Clickable logo placement in all event emails, directing readers directly to your website
- Logo placement in promotional videos created for future Lone Star Bark events
- Logo featured on venue televisions throughout Lone Star Park on event day
- Recognition as the sponsor who made free carnival games possible for all attendees

*Carnival Games Sponsorship is a unique activation and is not included in higher sponsorship levels.*



# PAW PARTNER

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**\$500**

Become a partner in bringing Lone Star Bark to life. As a Paw Partner, your business gains increased online visibility while supporting a beloved, community-driven event.

The Paw Partner Sponsor benefits include  
**all Fido Friend benefits, PLUS:**

- Thank-you recognition and tagged mentions on Spay Neuter Network's social media platforms (Facebook, Instagram, and TikTok)
- Sponsor logo placement on the Lone Star Bark event webpage, with a direct link to your website

# FIDO FRIEND

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**\$250**

Get your brand in front of thousands of pet lovers in a fun, high-energy environment. As a Fido Friend, your business can interact directly with attendees while showcasing products and services that pets (and their people) love.

- Booth space at the live event for sales, product sampling, and brand promotion
- Inclusion of samples, coupons, or promotional flyers in attendee goodie bags





**SPAY NEUTER**  
NETWORK

# LET'S PARTNER

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Lone Star Bark sponsorships offer something for every brand, from large-scale visibility to hands-on engagement.

Whether your goal is to:

- Increase brand awareness
- Connect directly with pet owners
- Showcase products or services
- Support a meaningful cause

we'll help you create a sponsorship experience that delivers value and impact.

Join us at Lone Star Bark and be part of an unforgettable event where your brand shines, the community comes together, and pets are at the heart of it all.

**Let's make tails wag, together.**

Interested in partnering with Lone Star Bark?  
We'd love to connect and explore sponsorship opportunities.

Contact:

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