



PIEDMONT PARK CONSERVANCY



2023 Splish Splash Doggie Bash Opportunities

Become a Keeper of Piedmont Park.
piedmontpark.org | 404-875-7275
P.O. Box 570355 | Atlanta, GA 30306



Become a Corporate Sponsor

Join us for a Splish Splash Doggie Bash!

On October 7 and 8, 2023, the Piedmont Park Conservancy is letting the dogs out, literally! Join hundreds of dog lovers and their furry friends as they get their fill of splashes, shakes and water-filled selfies. This one-of-a-kind event in Atlanta is a favorite throughout the city, with eager attendees on two and four legs!

- Atlanta's favorite dog event of the year featuring dog swim in Piedmont Park's pool
- Audience: Dog owners from the entire metro-Atlanta region, Atlanta dog Instagram and TikTok influencers
- Attendance: Over 500 on average
- Sponsorship Benefits: Onsite activation, signage, digital exposure and more



The Conservancy

Preserving and enhancing Piedmont Park as a thriving, urban greenspace and sanctuary that enriches quality of life for all.

- In 1989, a group of concerned citizens formed the Conservancy to save Atlanta's historic park; today the Park hosts over 6 million patrons annually and the Conservancy continues to oversee its care.

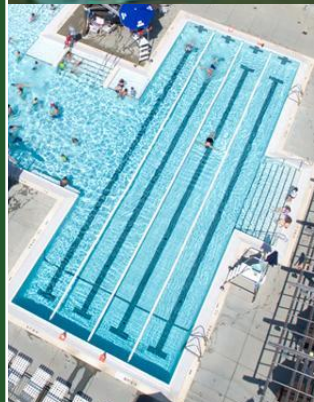
60%
Operating
Expenses

90%
Daily
Maintenance

100%
Capital
Improvements

- The Conservancy has invested over \$66 million in beautification and programming – with 2,500+ trees, 65 benches, 11 swings, 3 miles of new paths, 5 historic structure restorations and a 53-acre expansion.
- The Conservancy delivers programs to foster healthy living, a sense of community and environmental stewardship, including the Green Market, fitness classes and youth activities.
- Many don't realize the Conservancy relies heavily on philanthropic donations and doesn't receive funding from City permitted events in the Park.

We can't do it without partners like you.



200+

Acres of
Greenspace

6 Million

Visitors Each Year

11K+

Average
Daily Visitors

35K

Monthly
Website
Visitors

Local Visitor Origin

\$90,627

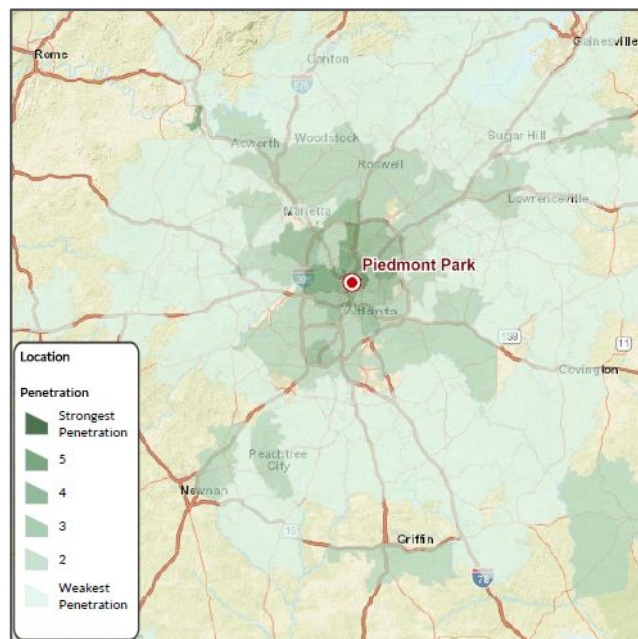
Avg. Household Income

32%

Income \$100K+

46%

College Degree or Higher



59%

Racial Diversity

51% / 49%

Male

Female

43.8

Average Age

Splash Splash Doggie Bash Reach

700

Estimated
Attendance

14K+

e-Newsletter
Recipients

100K

Event Email
Recipients

46K

Instagram

25K

Facebook

Social Media Followers

*2022-2023 Statistics

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Corporate Sponsor Benefits

	Presenting Pooch \$25,000	Helping Hound \$10,000	Wagging Tail \$5,000	Loyal Friend \$2,500	Barking Buddy \$1,000
Presenting Sponsor Recognition (including logo lockup)	➤				
Category Exclusivity	➤				
Opportunity for Co-branded pre-event social media video	➤				
Sponsor Logo on Event Related Emails	➤	➤			
Linked mentions/tags on Social Media	4	3	1		
Sponsor Logo on Event Promotional Materials	➤	➤	Name		
Opportunity for Sponsor-Provided Signage on Event Site	4	3	1		
Logo Recognition on Event Website	➤	➤	➤	Name	
Onsite Activation	➤	➤	➤	➤	➤
Complimentary Dog Registrations (includes 2 people each)	6	4	3	2	