



**PIEDMONT
PARK
CONSERVANCY**

2024 Splish Splash Doggie Bash Sponsorship Opportunities

Contact Information:

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Become a Corporate Sponsor

Join us for a Splish Splash Doggie Bash!

On October 19th and 20th, the Piedmont Park Conservancy is letting the dogs out, literally! Join 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 dogs per day
- 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
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- 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

16K+

Average
Daily Visitors

35K

Monthly
Website
Visitors

Local Visitor Origin

\$90,627

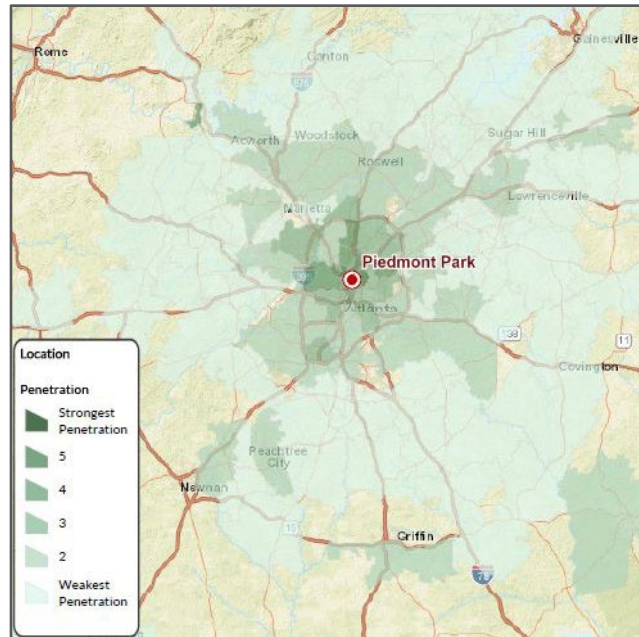
Avg. Household Income

32%

Income \$100K+

46%

College Degree or Higher



59%

Racial Diversity

51% / 49%

Male

Female

43.8

Average Age

Splash Splash Doggie Bash Reach

1,000

Estimated
Attendance

23K+

e-Newsletter
Recipients

100K

Event Email
Recipients

90K

Social Media Followers



Splish Splash Doggie Bash Corporate Sponsor Opportunities

	Wagging Tail	Loyal Friend	Helping Hound	Vendor Booth
Investment	\$5,000	\$2,500	\$1,000	\$400 (2 days), \$250 (1 day)
Sponsor Logo on Event Related Emails	Large	Medium	Small	
Linked mentions/tags on Social Media	1			
Sponsor Logo on Event Promotional Materials	Large	Medium	Small	Text only for both days
Opportunity for Sponsor-Provided Signage at Event Site	➤	➤	➤	➤
Logo Recognition on Event Website	Large	Medium	Small	
Onsite Activation	➤	➤	➤	➤
Complimentary Dog Registrations (includes 2 people each)	3	2	1	1
Logo or company name on promotional materials (fliers, etc.)	Large	Medium	Small	
Logo on event signage displayed at Piedmont Park Aquatic Center	Large	Medium	Small	

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