



SPOOKY POUCH 5K

LifeLine
ANIMAL PROJECT

**SPONSORSHIP
PACKAGES**



About LifeLine Animal Project

LifeLine Animal Project is committed to ending the euthanasia of healthy and treatable animals in metro Atlanta shelters.

As the **largest animal welfare organization in the region**, LifeLine provides lifesaving care and services through shelter operations, adoptions, veterinary care, foster programs, and community outreach.

Each year, LifeLine supports more than **40,000 animals** and the families who love them.

With your support, we can continue expanding access to care, keeping pets with their people, and giving more animals the chance to find loving homes.

LifeLine Animal Project is a 501(c)(3) nonprofit organization. Sponsorships may be tax-deductible to the extent allowed by law.



About the Event

Get ready for a howling good time at the Spooky Pooch 5K!

Event Date: Saturday, October 24, 2026

Event Time: 8:30 AM–12:00 PM

Location: Grant Park

Last Year's Attendance: 400+ participants

Expected Attendance: 500+ in-person participants

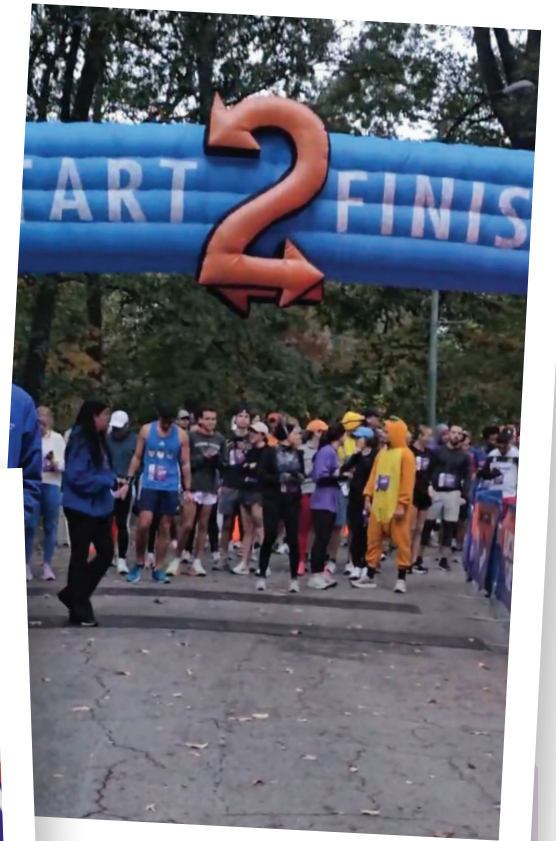
This Halloween-themed, dog-friendly 5K brings runners, walkers, families, and animal lovers together to raise funds for LifeLine Animal Project. After selling out last year with more than 400 participants, Spooky Pooch is quickly becoming one of LifeLine's signature community events.

At its heart, Spooky Pooch is a 5K, enhanced by costumes, a curated vendor village, food vendors, photo moments, and festive activities for pets and the people who love them. Whether participants join to run, walk, dress up, cheer on their favorite pup, or enjoy the festival, the event offers a fun and meaningful way to support LifeLine's mission.



What to Expect

- **Timed 5K** with chip timing and bibs
- **Costume contest** with prizes for:
 - **Best Dog Costume**
 - **Best Human Costume**
 - **Best Group/Team Costume**
- **Curated vendor village** featuring pet-related businesses, food, and entertainment
- **Vendor trick-or-treating** for children and dogs, based on vendor participation
- **Photo moments** and festive participant engagement
- **Virtual race option** for those who prefer to participate from anywhere



Registration & Pricing Structure

Participants may register for the Spooky Pooch 5K in person or virtually. The event is open to runners and walkers of all experience levels.

Pricing

EARLY BIRD | \$40

Available through August 28
Includes race entry, timing chip, race bib, finisher medal, event T-shirt, and swag bag. T-shirt guaranteed.

GENERAL REGISTRATION | \$45

Available August 29–October 9
Includes race entry, timing chip, race bib, finisher medal, event T-shirt, and swag bag. T-shirt guaranteed.

LAST-MINUTE | \$55

Available October 10–20
Includes race entry, timing chip, race bib, and finisher medal. T-shirt size not guaranteed.

DOG ADD-ON | \$15

Bring your canine companion along for the fun! Includes a commemorative event bandana, and access to all dog-friendly event activities. Limit one dog per registrant.

VIRTUAL PARTICIPANT | \$40 (includes shipping within the United States)

Run, jog, or walk the 5K on your own time. Virtual participants receive an event T-shirt and finisher medal, shipped to their home.



Who You'll Reach

Pet owners and
animal lovers

Runners and
active lifestyle
participants

Families
and young
professionals

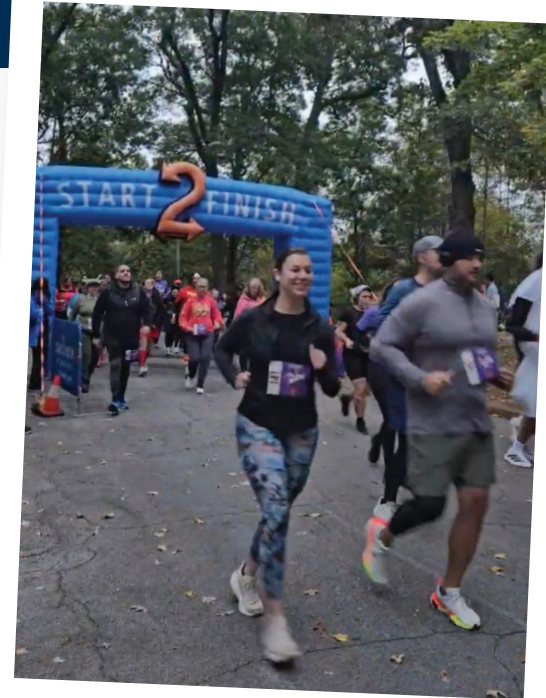
Community-
minded
Metro Atlanta
residents

Virtual
participants
outside metro
Atlanta

Attendance

Spooky Pooch sold out last year with more than 400 participants and is expected to continue growing this year.

In addition to on-site attendance, sponsors receive added visibility through LifeLine's email, social media, and community partner networks.



Sponsorship Levels



Support Atlanta's most spirited Halloween-themed 5K while connecting with hundreds of pet lovers, families, and community members.

PRESENTING \$10,000 1 Available	PACK LEADER \$5,000 Limited	TOP DOG \$2,500 Limited	VENDOR VILLAGE Starting at \$75 Open Availability	FOOD VENDOR \$350 Limited (2-3)
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BENEFIT	PRESENTING	PACK LEADER	TOP DOG	VENDOR VILLAGE	FOOD VENDOR
Naming Rights	✓	-	-	-	-
Logo on Race Shirts	✓	✓	✓	-	-
Logo on Race Medal Ribbon	✓	-	-	-	-
Official Race Start Moment	✓	-	-	-	-
Speaking Opportunity	✓	-	-	-	-
Premium Booth Space	✓	✓	-	-	-
Booth Space Included	✓	✓	✓	✓	✓
Social Media Recognition	Featured	Enhanced	Included	Included	Included
Complimentary Registrations	12	6	4	-	-
Swag Bag Inclusion	✓	✓	✓	-	-
Event Signage Recognition	✓	✓	✓	-	-
Website Recognition	✓	✓	✓	✓	✓

Sponsorship Levels



PRESENTING SPONSOR | \$10,000 EXCLUSIVE TITLE SPONSOR

1 available

- Exclusive naming rights: Spooky Pooch 5K presented by [Company Name]
- Premier logo placement on race shirts, race bibs, start/finish signage, website, marketing emails, social media, and event step & repeat
- Recognition during pre-race announcements and awards presentation
- Opportunity for a company representative to lead the official race start moment, including the countdown or start signal
- Premium on-site activation space in a high-traffic location
- Opportunity to host a branded water station or participant engagement area
- Dedicated sponsor spotlight across LifeLine social channels
- Opportunity to provide products or samples in swag bags
- 12 complimentary human registrations

PACK LEADER SPONSOR | \$5,000 PREMIUM VISIBILITY & EVENT ENGAGEMENT

Limited to 3 sponsors

- Featured logo placement on race shirts, event signage, website, and select marketing emails
- Premium on-site activation space in the vendor village
- Enhanced social media recognition
- Opportunity to sponsor a featured event experience, such as the costume contest or photo area
- Opportunity to provide products or samples in swag bags
- 6 complimentary human registrations

TOP DOG SPONSOR | \$2,500 STRONG COMMUNITY PRESENCE

Limited availability

- Logo placement on race shirts, event signage, and website
- Standard vendor village activation space
- Social media recognition
- Opportunity to provide products or samples in swag bags
- 4 complimentary human registrations



Vendor Village Booth

STANDARD RATE | \$250

For larger businesses, corporate brands, franchises, or multi-location companies.

COMMUNITY VENDOR RATE | \$100*

For small businesses, local makers, artists, and independently owned brands.

NONPROFIT RATE | \$75

Available for registered nonprofit organizations.

FOOD VENDOR RATE | \$350

For food trucks, food carts, beverage vendors, and other vendors selling prepared food or drinks.

Booths include:

- 10'x10' booth space in the vendor village
- Opportunity to engage directly with attendees
- Optional participation in event-wide trick-or-treating for children and dogs through candy, treats, coupons, or giveaways

Vendors are responsible for providing:

- Black or white tent
- Tables, chairs, and booth setup materials
- Any required permits, licenses, insurance, or health department documentation
- Their own power source, if needed

*Community Vendor pricing is intended for small businesses, local makers, artists, and independently owned brands. LifeLine reserves the right to determine eligibility for discounted vendor rates.



Why Sponsor?

By sponsoring Spooky Pooch 5K, your company will connect with a highly engaged community of pet lovers, families, runners, and supporters across Metro Atlanta.

This Halloween-themed event offers meaningful opportunities for brand visibility, community engagement, and direct interaction with participants in a fun, high-energy environment. From on-site activations to digital promotion and event-day recognition, sponsors play an important role in helping LifeLine Animal Project keep pets and people together.

Sponsorship opportunities are limited and expected to sell quickly.

Contact Jordan Marsh at spookypooch@lifelineanimal.org to discuss.

