



2026 SPONSORSHIP OPPORTUNITIES

October 18, 2026 | 12:00 PM – 4:00 PM | Icehouse Amphitheater

The Humane Society SC strives every day to end animal cruelty, neglect and overpopulation.



Scan to Sign Up as a Sponsor

zeffy.com/en-US/ticketing/woofstock-2026-sponsorship



WHAT IS WOOFSTOCK?

Woofstock is the largest community fundraising event of the year for the Humane Society of South Carolina. Guests sit, stay, shop, eat, and drink while visiting with our popular vendors, enjoying craft beer, watching our pet costume contest, and listening to live music. It is an event for all ages, and our community shows up every year to support YOUR Humane Society.

WHO YOU CAN REACH

500+

DAY-OF ATTENDEES

10K+

FACEBOOK
FOLLOWERS

1K+

INSTAGRAM
FOLLOWERS

3K+

EVENT SITE
VISITORS

5K+

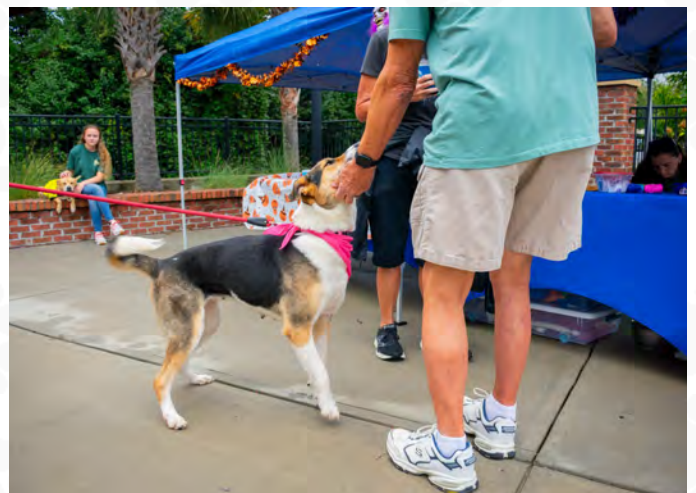
EMAIL
SUBSCRIBERS

2026 EVENT DETAILS

**Saturday, October 18, 2026 • 12:00 PM – 4:00 PM • Icehouse
Amphitheater**

THE ENERGY OF WOOFSTOCK

Costumes, crowds, and community — a look at what your sponsorship supports.



From the pet costume contest to vendor row, Woofstock draws hundreds of pet-loving families to Icehouse Amphitheater every year — and your logo will be right in the middle of it.

Sponsorship Package Comparison

Humane Society South Carolina

EVENT DATE & LOCATION

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Benefit	Presenting \$10,000	Top Dog \$5,000	Golden Paw \$3,500	Fetching Friend \$2,000	Woof Raiser \$1,000	Tail Wagger \$500	New Collar \$250
Named recognition on media & event logo	"Presented by"	"Top Dog Sponsor"	"Golden Paw Sponsor"	"Fetching Friend Sponsor"	"Woof Raiser Sponsor"	"Tail Wagger Sponsor"	"New Collar Sponsor"
Logo placement on event webpage	✓	✓	✓	✓	✓	✓	✓
Homepage banner (full promo period)	✓	—	—	—	—	—	—
Branded social media post & event creation	✓	✓	✓	✓	✓	✓	✓
Logo/name on e-blast during promo period	✓	✓	✓	✓	✓	✓	✓
Recognition in print, TV, radio & digital ads	✓	✓	✓	✓	✓	✓	—
Included in event signage	All signage	✓	✓	✓	✓	✓	✓
VIP entries to event	20	10	7	5	4	2	—
General admission tickets	—	—	—	—	—	—	4
Distribution of logo/promo items to attendees	✓	✓	✓	✓	—	—	—
On-site presence (tent, table & signage)	10'x10' tent, table & signage	10'x10' tent, table & signage	Dedicated space & signage	Dedicated space & signage	Dedicated space & signage	—	—
Co-sponsorship recognition on Facebook	✓	—	—	—	—	—	—
Opportunity to judge the pet costume contest	✓	✓	✓	✓	✓	—	—

Sponsors at the \$1,000 Woof Raiser level and above receive the opportunity to serve as a judge for the Woofstock pet costume contest. This benefit is not included at the Tail Wagger (\$500) or New Collar (\$250) levels.



Ready to sponsor? Scan to sign up.

zeffy.com/en-US/ticketing/woofstock-2026-sponsorship

Presenting Sponsor for Woofstock

\$10,000

Sponsor Recognitions

- Event stated as “presented by” on all media and event logo
- Logo placement on event webpage and banner on the Humane Society SC main website for the full promotional period
- Branded social media post and dedicated event creation
- Logo and name on e-blast communications during promotional period
- Recognition in print, TV, radio, and digital media advertising
- Included in all event signage
- 20 VIP entries to the event
- Distribution of logo and promotional items to participants
- 10' x 10' tent, table, and dedicated signage provided on-site
- Co-sponsorship recognition on Facebook
- Opportunity to serve as a judge for the pet costume contest

2026 PARTNERSHIP OPPORTUNITIES

Top Dog Sponsor \$5,000

Sponsor Recognitions

- Event stated as “Top Dog Sponsor” on all media and event logo
- Logo placement on the event webpage
- Branded social media post and dedicated event creation
- Logo and name on e-blast communications during promotional period
- Recognition in print, TV, radio, and digital media advertising
- Included in event signage
- 10 VIP entries to the event
- Distribution of logo and promotional items to participants
- 10' x 10' tent, table, and dedicated signage provided on-site
- Opportunity to serve as a judge for the pet costume contest

Golden Paw Sponsor \$3,500

Sponsor Recognitions

- Event stated as “Golden Paw Sponsor” on all media and event logo
- Logo placement on the event webpage
- Branded social media post and dedicated event creation
- Logo and name on e-blast communications during promotional period
- Recognition in print, TV, radio, and digital media advertising
- Included in event signage
- 7 VIP entries to the event
- Distribution of logo and promotional items to participants
- Dedicated space provided with signage at the event
- Opportunity to serve as a judge for the pet costume contest

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2026 PARTNERSHIP OPPORTUNITIES

Fetching Friend Sponsor **\$2,000**

Sponsor Recognitions

- Event stated as “Fetching Friend Sponsor” on all media and event logo
- Logo placement on the event webpage
- Branded social media post and dedicated event creation
- Logo and name on e-blast communications during promotional period
- Recognition in print, TV, radio, and digital media advertising
- Included in event signage
- 5 VIP entries to the event
- Distribution of logo and promotional items to participants
- Dedicated space provided with signage at the event
- Opportunity to serve as a judge for the pet costume contest

Woof Raiser Sponsor **\$1,000**

Sponsor Recognitions

- Event stated as “Woof Raiser Sponsor” on all media and event logo
- Logo placement on the event webpage
- Branded social media post and dedicated event creation
- Logo and name on e-blast communications during promotional period
- Recognition in print, TV, radio, and digital media advertising
- Included in event signage
- 4 VIP entries to the event
- Dedicated space provided with signage at the event
- Opportunity to serve as a judge for the pet costume contest

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2026 PARTNERSHIP OPPORTUNITIES

Tail Wagger Sponsor \$500

Sponsor Recognitions

- Event stated as “Tail Wagger Sponsor” on all media and event logo
- Logo placement on the event webpage
- Branded social media post and dedicated event creation
- Logo and name on e-blast communications during promotional period
- Recognition in print, TV, radio, and digital media advertising
- Included in event signage
- 2 VIP entries to the event

New Collar Sponsor \$250

Sponsor Recognitions

- Event stated as “New Collar Sponsor” on all media and event logo
- Logo placement on the event webpage
- Branded social media post and dedicated event creation
- Logo and name on e-blast communications during promotional period
- Included in event signage
- 4 general admission tickets to the event

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Company Information

Please complete and return this form to confirm your Woofstock 2026 sponsorship.

COMPANY / ORGANIZATION NAME

CONTACT NAME

TITLE

EMAIL ADDRESS

PHONE NUMBER

MAILING ADDRESS

WEBSITE / SOCIAL MEDIA HANDLE

SPONSORSHIP LEVEL SELECTED

☐ Presenting Sponsor — \$10,000

☐ Top Dog Sponsor — \$5,000

☐ Golden Paw Sponsor — \$3,500

☐ Fetching Friend Sponsor — \$2,000

☐ Woof Raiser Sponsor — \$1,000

☐ Tail Wagger Sponsor — \$500

☐ New Collar Sponsor — \$250

PAYMENT METHOD

☐ Credit / Debit Card (via Zeffy)

☐ ACH / Bank Transfer

☐ Check

☐ Other:

AUTHORIZED SIGNATURE

DATE



Submit Your Sponsorship

Scan the QR code to sign up and pay online, or email this completed form and your company logo to:

woofstock@humanesc.org