



CAMDEN HORSE & HOUND WEEKEND

SPONSORSHIP OPPORTUNITIES

Camden Horse & Hound Weekend is supported by a multi-channel regional marketing campaign designed to deliver broad brand visibility before and during the event.

TOTAL REGIONAL CAMPAIGN EXPOSURE

- 300,000+ digital ad impressions reaching nearly 150,000 people
 - 10,000+ visitors to the official event website
 - Digital Billboards in Columbia and Florence region generating an estimated 250,000 impressions
 - Local television advertising on WIS and WLTX, delivering 339,600+ combined TV impressions and reaching approximately 110,000+ regional viewers
 - Regional radio advertising reaching approximately 75,000 listeners
 - 2,500+ live attendees over the weekend
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TITLE SPONSOR — \$15,000

EXCLUSIVE – **SOLD**

Naming rights partner with the highest level of visibility across all event marketing and on-site experiences.

Benefits Include:

- Event name integration in promotional materials (e.g., *Camden Horse & Hound Weekend presented by [Sponsor]*)
- Logo featured prominently on all digital advertising campaigns
- Inclusion in television and radio advertising
- Logo featured on event website, social media, and printed materials
- Logo placement on sponsor billboards in South Carolina and North Carolina
- Premier banner placement at Denim & Diamonds Gala and Horse & Hound Expo
- Premium vendor space location at Expo
- Verbal recognition as Title Sponsor during major announcements and programming
- Opportunity to provide branded promotional materials or activations
- Ten Denim & Diamonds Gala tickets with VIP parking
- Twenty Expo tickets with VIP parking and full access to the VIP Tent
- Sunday Funday at the DockDogs Pool with your dog



FEATURED SPONSOR — \$10,000

2 SOLD / 4 AVAILABLE

Top-tier regional visibility across digital, broadcast, outdoor, and on-site placements.

Benefits Include:

- Logo and sponsor name featured on billboards in South Carolina and North Carolina
- Digital Ads with logo
- Advertising inclusion on television.
- Logo and sponsor name featured on social media, website, and printed materials
- Banner displayed at Denim & Diamonds Gala and Horse & Hound Expo
- Vendor space at the Expo
- Sponsor recognition announcements at Gala and Expo
- Six Denim & Diamonds Gala tickets with VIP parking
- Ten Expo tickets with VIP parking and full access to the VIP Tent
- Sunday Funday with your dog at the DockDogs Pool

DOCKDOGS TITLE SPONSOR — \$8,000

SOLD

High-visibility placement at one of the weekend's most popular attractions.

Benefits Include:

- Logo and sponsor name featured on website, social media, and selected printed materials
- Digital Ads with logo
- Banner displayed at DockDogs Pool
- Vendor space at Expo
- Meet and greet with DockDogs owners and dogs
- Participation in DockDogs trophy awards presentation
- Sponsor recognition announcements throughout the day at Expo
- Four Denim & Diamonds Gala tickets with VIP parking
- Eight Expo tickets with VIP parking and full access to VIP Tent
- Sunday Funday with your dog at the DockDogs Pool



DENIM & DIAMONDS GALA TITLE SPONSOR — \$8,000

SOLD

Premium brand alignment with the weekend's signature evening event.

Benefits Include:

- Logo and sponsor name featured on website, social media, and selected printed materials
- Digital Ads with logo
- Banner displayed at Gala
- Participation in Live Auction at Gala
- Sponsor recognition announcements throughout the evening at Gala
- Vendor space at Expo
- Four Denim & Diamonds Gala tickets with VIP parking
- Eight Expo tickets with VIP parking and full access to VIP Tent
- Sunday Funday with your dog at the DockDogs Pool

EQUESTRIAN ARENA TITLE SPONSOR — \$5,000

1 AVAILABLE

Targeted visibility among equestrian and outdoor lifestyle audiences.

Benefits Include:

- Logo and sponsor name recognized on website, social media, and selected printed materials
- Digital Ads with logo
- Banner displayed at Equestrian Arena
- Vendor space at Expo
- Sponsor recognition announcements throughout the day
- Two Denim & Diamonds Gala tickets with VIP parking
- Six Expo tickets with VIP parking and full access to VIP Tent
- Sunday Funday with your dog at the DockDogs Pool



ATHLETIC CANINE ARENA SPONSOR — \$5,000

1 AVAILABLE

Strong visibility among families and active dog sport enthusiasts.

Benefits Include:

- Logo and sponsor name recognized on website, social media, and selected printed materials
- Digital Ads with logo
- Banner displayed at Athletic Canine Arena
- Vendor space at Expo
- Sponsor recognition announcements throughout the day
- Two Denim & Diamonds Gala tickets with VIP parking
- Six Expo tickets with VIP parking and full access to VIP Tent
- Sunday Funday with your dog at the DockDogs Pool

WORKING & SPORTING CANINE ARENA SPONSOR — \$5,000

1 AVAILABLE

Focused exposure to sporting and working dog audiences.

Benefits Include:

- Logo and sponsor name recognized on website, social media, and selected printed materials
- Digital Ads with logo
- Banner displayed at Working Canine Arena
- Vendor space at Expo
- Sponsor recognition announcements throughout the day
- Two Denim & Diamonds Gala tickets with VIP parking
- Six Expo tickets with VIP parking and full access to VIP Tent
- Sunday Funday at the DockDogs Pool



KIDS CORRAL SPONSOR — \$3,000

1 AVAILABLE

Family-focused exposure within youth activity areas.

Benefits Include:

- Logo and sponsor name recognized on website, social media, and selected printed materials
- Digital Ads with logo
- Banner displayed at Kids Corral
- Vendor space at Expo
- Sponsor recognition announcements throughout the day
- Two Denim & Diamonds Gala tickets with VIP parking
- Six Expo tickets with VIP parking and full access to VIP Tent
- Sunday Funday at the DockDogs Pool

SILVER SPONSOR — \$2,000

UNLIMITED

Event-wide recognition and on-site presence.

Benefits Include:

- Logo and sponsor name recognized on website, selected social media pages, and printed materials
- Vendor space at Expo
- Two Denim & Diamonds Gala tickets with VIP parking
- Four Expo tickets with VIP parking and full access to VIP Tent
- Sunday Funday at the DockDogs Pool

BRONZE SPONSOR — \$500

UNLIMITED

Community-level recognition and participation.

Benefits Include:

- Logo and sponsor name recognized on website, selected social media pages, and printed materials
- Vendor space at Expo
- Two Expo tickets with VIP parking and full access to VIP Tent
- Sunday Funday at the DockDogs Pool