



# Frankenmuth Dog Bowl, Inc. 2024 Support Guide



**Named one of North America's Top Pet Festivals by  
Forbes Travel magazine!**

*Frankenmuth Dog Bowl, Inc. advocates responsible pet ownership through educational programs and world-class events, with the goal of being a recognized source of knowledge and entertainment for dogs and the people they love.*



**Get ready for some doggone good fun during  
Dog Bowl at Frankenmuth River Place Shops!  
May 24 to 27, 2024**



Dear Friends:

The 18<sup>th</sup> annual Frankenmuth Dog Bowl is the world's largest Olympic-style festival for dogs, and returns with free family fun during Memorial Day weekend at Frankenmuth River Place Shops.

Our mission to provide educational resources and advocate responsible pet ownership is more important than ever. More than 11 million U.S. households have added a pet to their family last year and reported reduced stress and an increased sense of well-being because of their pet.

This year, the Dog Bowl team is back in action to put on a safe and entertaining festival with more than 25 dog-related competitions and activities, a pet-themed marketplace and the excitement of many hot air balloons floating overhead during the Balloons Over Bavarian Inn competition flights.

Our team is able to host festival activities and entertainment that ensure a safe and fun experience for all of our guests and festival partners.

Dog Bowl is important for dog lovers as well as the community of Frankenmuth, our guests and visitors from many different geographies, and our many non-profit partners. Dog Bowl is proud to support funding for charitable causes including police canine training, adoption and medical costs for families in need, and pet-related military and service organizations.

The Dog Bowl festival is excited to offer our partners a valuable platform to reach an in-person and digital audience of more than 100,000 people and build up their brand influence in 2024. We are pleased to offer the following key benefits for being a valued supporter of Frankenmuth Dog Bowl:

- High visibility of your company or business through digital, print and event materials
- Brand-specific promotion through Dog Bowl marketing and social media platforms
- Additional meal, hotel, viewing, and parking perks depending upon sponsorship level
- Contributions are tax deductible in accordance with IRS rules and regulations

Please review the enclosed material for our wide range of sponsorship options. Sponsorships are limited so don't delay - please join us in making great family memories for our attendees while also promoting your company's products or services! Thank you for your contribution and participation!

Michael Keller Zehnder  
Frankenmuth Dog Bowl, Inc. President

Garrett Kerr  
Frankenmuth Dog Bowl, Inc. Director

Jim Engel – C.O.O. Bavarian Inn Lodge &  
Balloons over Bavarian Inn 2024 Chairperson

Bethany Childs  
Frankenmuth River Place Shops Event Director



## Dog Bowl Sponsorship Levels & Benefits



	Top Dog <b>\$10,000</b>	Pawsome Pilot <b>\$6,000</b>	Hot Air Hound <b>\$3,000</b>	Retriever Crew <b>\$1,500</b>	Flying Fido <b>\$1,000</b>	Friends of the Festival <b>\$500</b>
Company logo and link on Dog Bowl website						
Company logo displayed at event						
Social media promotion						
Signage at event (provided by Dog Bowl)						
Company logo on brochures & Barricade Advertising Poster						
Sponsorship announcements during Dog Bowl events (once per hour)						
Prominent Barricade Logo Signage on 4 barricades (both sides)						
VIP parking package for 4 guests						

**Interested in a customized sponsorship package? We can make it happen!**

Email Frankenmuth River Place Shops Event Director  
Bethany Childs at: [bchilds@bavarianinn.com](mailto:bchilds@bavarianinn.com)



**More than 100,000 people spend Memorial Day weekend in Frankenmuth and have made it an annual tradition because of all the doggone fun festivities!**

**Dog Bowl has something to entertain everyone in the family:**

- 25 athletic events for professional dog athletes
- 20 athletic events your dog can participate in
- 50 pet business booths to explore in the vendor marketplace
- 24 hot air balloons participating in daily balloon glows and flight competitions
- 40 shops and attractions throughout River Place Shops, a German-themed shopping complex and home of Dog Bowl!



**Here's what some of our loyal fans have to say about Dog Bowl:**

"Give your dog something to bark about by attending this amazing, one-of-a-kind event that bills itself as the world's largest Olympic-style festival for canines. With the goal of advocating for responsible pet ownership through educational and dog-friendly recreation, the Dog Bowl showcases pooches' boundless energy, enthusiasm and athleticism."

**Forbes Travel Magazine** - <http://bit.ly/DogBowlForbes>

"If you like dogs, there are enough here to keep you busy for a week. I honestly don't know who had more fun at Dog Bowl, the people or the dogs."

**Under the Radar** - <http://bit.ly/DogBowlUTR>

"Came up from Kalamazoo for the first time, best dog event around! So many awesome events to try your dog out. Plenty of ways to cool your dog down also. My German shepherd and I had a blast and will be making the trip again next year."

**Deanna F. from Michigan**

"I'm so glad I stumbled onto this on Facebook! We live a little north of Indy and came up for the balloons. It was magical! We said we'd love to visit again next year. Thank you for helping to make this Memorial Day weekend quite memorable! Absolutely fantastic!"

**Abigail A. from Indiana**





# Frankenmuth Dog Bowl, Inc. Commitment Form



Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Work Phone: \_\_\_\_\_ Cell: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_

Sponsorship Level	Amount	Selection ✓
Top Dog	\$10,000	
Pawsome Pilot	\$6,000	
Hot Air Hound	\$3,000	
Retriever Crew	\$1,500	
Flying Fido	\$1,000	
Friends of the Festival	\$500	

**501(C)(3) Tax ID: 81-4915782**

I agree to the investment level indicated above.

I understand that completed commitment forms must be received by May 1st to be included in printed event materials.

I will remit full payment upon receipt of invoice.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please make check payable to: **Frankenmuth Dog Bowl, Inc.** Return completed form to Bethany Childs at [bchilds@bavarianinn.com](mailto:bchilds@bavarianinn.com) or the mailing address below.

Frankenmuth River Place Shops  
Attention: Bethany Childs  
925 S. Main St., D-2  
Frankenmuth, MI 48734



925 S. Main St. Frankenmuth, MI 48734 • (989) 652-6613