



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.

Dog Bowl 101

When: Held annually over Memorial Day weekend

Where: Frankenmuth River Place Shops, 925 S. Main St. in Frankenmuth, Michigan

Organized by: Frankenmuth River Place Shops management team (the ultimate dog lovers!)

Started in: 2008, nonprofit 501c(3) status achieved in 2019

Dog athletic competitions: 25 (including our Dock Dogs and Disc Dogs national qualifiers!)

Family-friendly activities: 18 plus events! Free admission and parking for all who attend. Festival also includes Balloons Over Bavarian Inn event featuring hot air balloons from across the country

Charity Involvement: Rescues are invited each year to promote their adoptable animals and organization, with donations made by Dog Bowl to fund their inspiring work. Proceeds from Dog Bowl have also gone to organizations like the K9 Hero Guardians and Paws with a Cause!

Sponsor Benefits: Nationwide promotion in media and print materials, hourly announcements during competitions and activities, hotel and meal perks, prominent signage throughout event, social media promotion and more!

Awards and Achievements: Silver Grand Pinnacle Award naming Dog Bowl the 2nd Best Event in the World from the International Festival and Events Association, 2019 Best of the Fest national award from Fest Forums, Named one of North America's Top Pet Festivals by Forbes Travel Magazine

Media Coverage and Publicity Efforts: Local and statewide television programs, MLive Media Group, Michigan Festivals and Events Association's Party at MI Place, Cumulus Media, The Moose, WSGW, The Core, print materials such as rack cards, billboards, event brochures, and social media channels including Facebook, X, Instagram, Tik Tok, Google +

Other Events Produced at Frankenmuth River Place Shops: Funtown Chowdown Food Truck Festival, Scarecrow Fest, Cass River Colonial Encampment, Holiday Hot Cocoa Crawl, Cobblestone Sales, Tis the Season Weekends

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Find more information at dogbowlfun.com and frankenmuthriverplace.com!



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