

FORT WAYNE ANIMAL CARE & CONTROL

# HOWL - O - WALKOWEEN

2024



**SUPPORT HUMANE EDUCATION AT FWACC  
WHILE HAVING A SPOOOOKY GOOD TIME!**

**SATURDAY, OCTOBER 19, 2024  
PROMENADE PARK PAVILION  
2 P.M. - 4 P.M.**



**PET COSTUME CONTEST**

**FOOD TRUCKS**

**RAFFLE PRIZES**

**PET PORTRAITS**

**& MORE!**

**VISIT [FWACC.ORG](http://FWACC.ORG) FOR MORE DETAILS!**

ABOUT

# HOWL - O - WALKOWEEN

2024



## About Humane Education Programs at FWACC

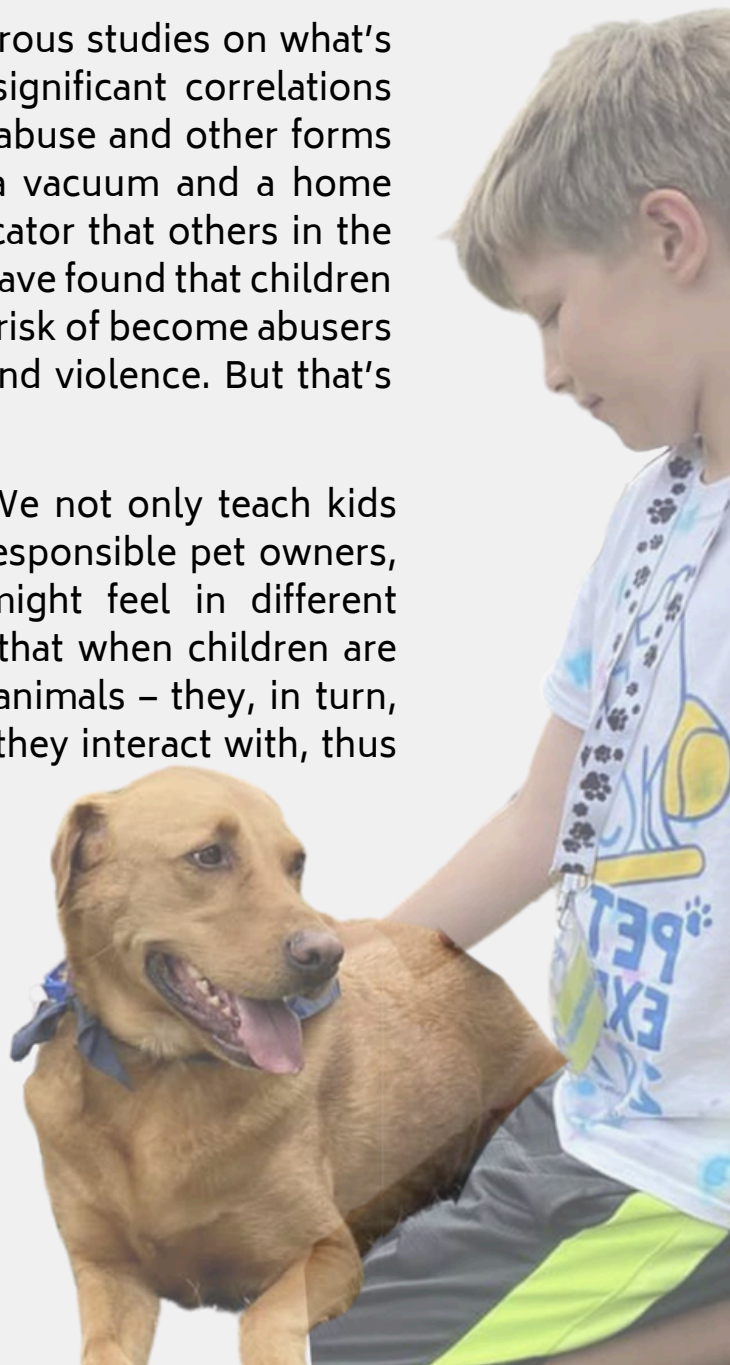
Fundraisers like the Howl-o-Walkoween have been helping us on our mission to teach empathy, compassion and kindness to children in our community for more than 30 years. We offer several on-going educational programs and create children's programming for local public access channels. We are driven by the hope that through education we can prevent animal cruelty and neglect in our community.

Over the last two decades there have been numerous studies on what's known as "The Link". Researchers have found significant correlations between animal abuse, domestic violence, elder abuse and other forms of violence. Animal abuse does not happen in a vacuum and a home where an animal is being abused is a strong indicator that others in the home are not safe. Not only that, but researchers have found that children who witness abuse toward animals are at a higher risk of become abusers themselves, thus continuing the cycle of abuse and violence. But that's where we step in.

Our goal as humane educators is to intervene. We not only teach kids how to safely greet dogs, prevent bites and be responsible pet owners, we teach them to understand how animals might feel in different situations. We teach them empathy and believe that when children are more empathetic and show compassion toward animals – they, in turn, will also be more compassionate toward people they interact with, thus stopping the cycle of violence.

There's no denying this world needs compassion, empathy and kindness more than ever, so why shouldn't a place that takes in the broken, abused and homeless pets be the place where it's taught?

When you stand up for animals, you stand up for your neighbors. We hope you'll stand with us.



# SPONSOR PERKS

## HOWL-O-WALKOWEEN

2024



### VENDOR VILLAGE

Whether you want to attend the event in-person or virtually, we have great options for guests to learn about your business! In-person vendors will have a provided table at the event. All vendors will also have a virtual booth on our website through the virtual vendor village (example from last year's event below)! Your virtual booth will feature graphics provided by you and will link to a page specifically featuring your business. Vendors have the option of providing a short video introducing themselves and services and links to your own website.

### EVENT ENGAGEMENT

We will be kicking off the event with a big campaign push on September 16. At that time our clothing fundraiser (bonfire t-shirts) will launch! We will continue to use social media and email marketing to connect with participants, encourage and support fundraising efforts, and introduce them to our sponsors throughout the month and up until the day of the in-person event October 19.

### VIRTUAL VENDOR VILLAGE EXAMPLES



OCTOBER 19

# HOWL - O - WALKOWEEN

PROMENADE PARK PAVILION 2024



## PARTNERSHIP OPPORTUNITIES

### PRESENTING SPONSOR \$5,000

- Name included in all publications and advertisements
- 4 staff entries to costume contest
- Logo included in commercial on WANE-TV
- Company logo on main website
- 3 mentions on social media
- Booth in event's virtual vendor village AND/OR booth at in-person event
- Company logo featured on electric sign with all advertisement
- Spot in video for virtual participants

SECURE YOUR  
SPONSORSHIP  
NOW!

### PREMIER SPONSOR \$1,000

- 2 staff entries to costume contest
- Company logo on main website
- Company logo displayed on the shelter's electric sign (Hillegas & Butler Roads) for one week
- 2 mentions on social media
- Booth in event's virtual vendor village AND/OR booth at in-person event
- Spot in video for virtual participants

### MAJOR SPONSOR \$500

- 2 staff entries to costume contest
- Company logo on main website
- 1 mentions on social media
- Booth in event's virtual vendor village AND/OR booth at in-person event
- Spot in video for virtual participants

### CONTRIBUTING SPONSOR \$250

- Company logo on main website
- Booth in event's virtual vendor village AND/OR booth at in-person event
- Spot in video for virtual participants

QUESTIONS? EMAIL [NICOLE.KING@CITYOFFORTWAYNE.ORG](mailto:NICOLE.KING@CITYOFFORTWAYNE.ORG)