

COLORADO WIENER FEST

Colorado's Baddest Little Dog Festival

SPONSORSHIP OPPORTUNITIES

October 10, 2026 | 10 AM-4 PM | Loveland, Colorado

Become part of a day people will remember.

Colorado Wiener Fest brings together dachshund lovers, families, local businesses, food, contests and plenty of reasons to stay awhile. Our sponsorships are built around experiences guests will actually see, interact with, photograph and talk about after the festival is over.

A portion of event proceeds benefits 5280 Dachshund Rescue.

Sponsorship Overview

We kept the first-year sponsorship structure simple: a small number of exclusive opportunities with clear visibility and room for participating businesses to actually be part of the day.

SPONSORSHIP	INVESTMENT	FOCUS
Wiener Dog Race Sponsor	\$1,750	Headline race visibility + activation
Official Photo Booth Sponsor	\$1,250	High-traffic photo experience
Puppuccino Challenge Sponsor	\$500	Playful competition visibility
Longest + Shortest Wiener Sponsor	\$500	Own one of the day's most memorable contests
Best Dressed Wiener Contest Sponsor	\$350	Contest naming + event-day recognition

SPONSORSHIP	INVESTMENT	FOCUS
Wiener Wellness Station Sponsor	\$500	Hydration + comfort station visibility
Hydration Tent Ice Sponsor	\$200	Ice + hydration tent visibility
Volunteer T-Shirt Sponsor	\$500	Logo visibility on the team working throughout the festival
Official Event Photography / Media Partner	In-Kind Partnership	Official event capture + content partnership

WIENER DOG RACE SPONSOR | \$1,750

The headline sponsorship of the festival's biggest attraction.

- Exclusive Wiener Dog Race Sponsor designation
- Naming rights: "Wiener Dog Races presented by [Sponsor Name]"
- Premium logo placement throughout the race area
- Sponsor signage at the start and finish lines
- Emcee recognition throughout race heats, semifinals and championships
- Sponsor representative presents the winning wiener in each race category with the official winner's check or award and joins the winner photo opportunity
- 10 x 10 sponsor activation space near the race course
- Logo on the Colorado Wiener Fest website and event map
- Dedicated race sponsor recognition on social media before the festival
- Tagged social recognition during and/or after the event
- Opportunity to provide approved branded racer gifts or giveaways
- Four festival tickets

OFFICIAL PHOTO BOOTH SPONSOR | \$1,250

A highly visible experience guests will interact with, photograph and share.

- Exclusive Official Photo Booth Sponsor designation
- Naming rights: “Official Festival Photo Booth presented by [Sponsor Name]”
- Prominent logo placement at the photo experience
- Sponsor logo on digital photo templates when supported by the photo booth provider
- Opportunity to incorporate tasteful branded props or elements
- 10 x 10 sponsor activation space adjacent to the photo booth
- Emcee recognition throughout the festival
- Logo on the Colorado Wiener Fest website and event map
- Dedicated social media sponsor recognition
- Opportunity to distribute approved branded giveaways
- Four festival tickets

PUPPUCCINO CHALLENGE SPONSOR | \$500

Ready. Set. Lick. Put your business behind one of the day’s funniest competitions.

- Exclusive Puppuccino Challenge Sponsor designation
- Naming rights: “Puppuccino Challenge presented by [Sponsor Name]”
- Logo on challenge signage
- Emcee recognition during the competition and winner announcement
- Logo on the Colorado Wiener Fest website
- Social media sponsor recognition
- Opportunity to provide an approved branded giveaway or winner item
- Two festival tickets

LONGEST + SHORTEST WIENER SPONSOR | \$500

Because somewhere in Colorado, there is a wiener waiting to be officially measured.

- Exclusive Longest + Shortest Wiener Sponsor designation
- Naming rights: “Longest + Shortest Wiener Competition presented by [Sponsor Name]”
- Logo displayed at the measuring and competition area
- Emcee recognition during the competition and winner announcements
- Logo on the Colorado Wiener Fest website
- Social media sponsor recognition
- Opportunity to provide an approved branded giveaway or winner item
- Two festival tickets

BEST DRESSED WIENER CONTEST SPONSOR | \$350

Put your name behind one of the festival's most playful and photo-friendly moments.

- Exclusive Best Dressed Wiener Contest Sponsor designation
- Naming rights: "Best Dressed Wiener Contest presented by [Sponsor Name]"
- Logo on the main contest-area signage
- Emcee recognition at the beginning of the contest and during winner announcements
- One sponsor-tagged Best Dressed social post
- Logo or business name on the Colorado Wiener Fest website
- Opportunity for one representative to participate as a guest judge, subject to event approval
- Two festival tickets

BEST DRESSED PRIZE PARTNERS

Prize packages for the Best Dressed Wiener Contest are already being provided by separate prize partners. Those businesses will receive distinct prize-partner recognition so presenting sponsorship and prize contributions remain clearly credited.

WIENER WELLNESS STATION SPONSOR | \$500

A dedicated place for our four-legged guests to hydrate, cool down and take a break from the action.

- Exclusive Wiener Wellness Station Sponsor designation
- Naming rights: "Wiener Wellness Station presented by [Sponsor Name]"
- Prominent logo placement at the wellness station
- Emcee recognition throughout the festival
- Logo on the Colorado Wiener Fest website and event map
- Social media sponsor recognition
- Opportunity to provide approved branded pet-friendly items or giveaways
- Two festival tickets

HYDRATION TENT ICE SPONSOR

\$200

Help keep the wieners and their humans cool, hydrated and ready for the fun.

- Exclusive Hydration Tent Ice Sponsor designation
- Sponsor recognition at the Hydration Tent
- Logo displayed at the hydration area
- Logo on the Colorado Wiener Fest website and event map
- Social media sponsor recognition
- Two festival tickets

VOLUNTEER T-SHIRT SPONSOR | \$500

Put your logo on the team helping keep Colorado Wiener Fest moving all day long.

- Exclusive Volunteer T-Shirt Sponsor designation
- Sponsor logo printed on the official volunteer T-shirts, alongside Colorado Wiener Fest branding
- Logo on the Colorado Wiener Fest website
- Social media sponsor recognition before the festival
- Emcee recognition during the festival
- Two festival tickets

OFFICIAL EVENT PHOTOGRAPHY / MEDIA PARTNER | IN-KIND PARTNERSHIP

Help us capture the little legs, big personalities and moments people will keep sharing long after the festival.

- Official Event Photography / Media Partner designation
- Brand recognition on the Colorado Wiener Fest website and event materials
- Social tagging and photo/video credit where event content is used
- Event-day access to races, winner presentations and key festival moments
- Opportunity for an approved vendor or activation space, based on event needs
- Partnership details and deliverables finalized directly with the selected media partner

Sponsorship Application

Interested in putting your business in front of a whole lotta wiener? Complete the form below and we'll be in touch to confirm availability and next steps.

Business Name: _____

Primary Contact: _____

Title: _____

Email: _____

Phone: _____

Website: _____

Instagram / Social Handle: _____

Sponsorship Interest

- ☐ Wiener Dog Race Sponsor - \$1,750
- ☐ Official Photo Booth Sponsor - \$1,250
- ☐ Puppuccino Challenge Sponsor - \$500
- ☐ Longest + Shortest Wiener Sponsor - \$500
- ☐ Best Dressed Wiener Contest Sponsor - \$350
- ☐ Wiener Wellness Station Sponsor - \$500
- ☐ Hydration Tent Ice Sponsor - \$200
- ☐ Volunteer T-Shirt Sponsor - \$500
- ☐ Official Event Photography / Media Partner - In-Kind Partnership

What are your goals for participating?

Do you have an activation or giveaway idea?

Anything else you would like us to know?

Preferred sponsorship: _____

Authorized Name: _____

Signature: _____

Date: _____

Let's build something people will remember.

Colorado Wiener Fest | October 10, 2026 | Loveland, Colorado
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