



Cyclone
2026 Alumni

Barknic

Partnership Opportunities 2026



Wise Animal Rescue | Saturday, August 8th | Lackawanna Station

Introducing...

Barknic

fun for dogs and humans

WHEN:

**SATURDAY,
AUGUST 8th
12-5pm**

WHERE:

**LACKAWANNA
STATION
MONTCLAIR, NJ**



Barknic is a fun, community-driven event that brings together fundraising, vendors, and activities for both dogs and their humans. Sponsor support helps Wise Animal Rescue expand its reach and resources, making it possible to save and care for even more animals in need.

Event Objectives

OUTREACH

Raise awareness of our mission and educate on the importance and impact of rescue, while showing how individuals can get involved through fostering, adopting, and volunteering, whether through Wise or a partner organization.



COMMUNITY BUILDING

Build awareness of Wise Animal Rescue among animal lovers, introduce new supporters for future involvement, donations and event attendance.

FUNDRAISING

Support Wise's mission by generating critical funds to cover medical care, transport and long-term organization expansion.

Goal

Raise \$100,000+ towards our goal of building our rescue center in 2027!



Strengthen and grow our alumni network by reinforcing connections and deepening ongoing engagement within our work.

Attendee Experience

Exhibitor Hall

Vendors and brands can showcase their products, services and offerings for dogs and humans alike. Expecting ~50 Vendors in attendance including retailers, brands and food/beverage

Alumni Reunion Zone

Space for Wise alumni to meet up, learn about Wise's history and pup play area



Raffle Baskets

Donated prizes are available to win



The Purple Carpet

Branded backdrop for attendees to pose in front of, with professional photographer onsite, providing a fun keepsake of an amazing day



Adoptable Barking Lot

Meet dogs who are up for adoption from Wise and our partner rescues

Stage Programming

Ongoing stage performances. Thought starters include:

- Ask the Experts
- Agility Performance or Talent Show
- Pup Cup Eating Contest or Small Dog Races

Interactive Activity Zones

Pack Leader Sponsorship opportunity to host a unique activation zone
Thought starters include:

- Wellness zone with animal CPR demonstrations
- Craft zone with hands-on activities for dogs and kids
- Salon zone with beauty services for dogs and kids

Partner with us!

Sponsorship Opportunities for Barknic 2026

Pre-packaged sponsorships range from \$500-\$20k, but can be customized to suit your needs

Partnering with Wise Animal Rescue's Barknic offers brands the opportunity to connect directly with a highly engaged community of pet lovers through meaningful, in-person experiences and multi-channel visibility.

Sponsorships are designed to go beyond logo placement, integrating your brand into key moments of the event while supporting a mission-driven cause.

Each partner receives a curated set of benefits across on-site presence, pre-event promotion, and post-event visibility.



Smarties
2025 Alumni

Top Dog Sponsorship

\$20k Investment | One Available

Our exclusive presenting partner will have premium visibility across all aspects of the event and make Barknic possible! This tier offers dominant brand presence, high-impact placement, and direct audience engagement surrounding Barknic



Ziggy
2025 Alumni

ONSITE ACTIVATION

- **Stage Sponsor:** Your brand is featured front and center at the event's main stage
- **Swag Bag Inclusion:** Optional swag bag inclusion (sponsor to provide item; first 300 attendees)
- **Branded Photo Moment:** Your logo featured on our purple carpet's step & repeat
- **Prominent Onsite Branding:**
 - Custom signage with "This stage is brought to you by [Sponsor Name]"
 - Prominent logo placement on the event map
 - Branded barricade signage around stage
 - Logo featured on volunteer shirts
 - Logo included on on-site sponsor signage
- **Booth Fee Waived** and Twenty Comped Tickets

BRAND SPOTLIGHT

- **Presenting Partner:** Your brand will be featured alongside the Wise and Lackawanna logos in all promotional materials leading up to and at Barknic 2026. Inclusion in all press, email and social campaigns.
- **Promotion:**
 - Dedicated Email spotlight highlighting your business, sent to Wise's 10k+ active email audience
 - Dedicated social post highlighting your business and onsite role
- **Brand Presence:**
 - Logo on Barknic webpage and registration site
- **Content Creation:**
 - Professional photo library of your onsite presence

Pack Leader Sponsorship

\$10k Investment | Two Available

A high-visibility partnership with strong on-site presence and integrated brand moments within key attendee experiences. Customize your presence in a way that feels authentic to your brand or organization!



Luna
2021 Alumni

ONSITE ACTIVATION

- **Custom Zone Experience:** Collaborate with our events team to create a unique, interactive activation at Barknic. Thought starters include interactive product demos, dog wine tasting, Pet CPR demonstrations, DIY craft zones
- **Swag Bag Inclusion:** Optional swag bag inclusion (sponsor to provide item; first 300 attendees)
- **Prominent Onsite Branding:**
 - Custom zone signage with “This zone is brought to you by [Sponsor Name]”
 - Prominent logo placement on the event map
 - Branded barricade signage within your sponsored zone
 - Logo featured on volunteer shirts
 - Logo included on on-site sponsor signage
- **Booth Fee Waived** and Ten Comped Tickets

BRAND SPOTLIGHT

- **Promotion:**
 - Dedicated social posts highlighting your business and onsite role
- **Brand Presence:**
 - Logo on Barknic webpage and registration site
- **Content Creation:**
 - Professional photo library of your onsite presence

Best Friend Sponsorship

\$5k Investment | Two Available

A high-visibility partnership with strong on-site presence and integrated brand moments within key attendee experiences.



Jonah
2026 Alumni

ONSITE ACTIVATION

- **Branded Zone Experience:** Your brand integrated into the experience for either the Wise Alumni Family Reunion Zone or Adoptable Barking Lot
- **Swag Bag Inclusion:** Optional swag bag inclusion (sponsor to provide item; first 300 attendees)
- **Prominent Onsite Branding:**
 - Custom zone signage with “This zone is brought to you by [Sponsor Name]”
 - Prominent logo placement on the event map
 - Branded barricade signage within your sponsored zone
 - Logo featured on volunteer shirts
 - Logo included on on-site sponsor signage
- **Booth Fee Waived** and Five Comped Tickets

BRAND SPOTLIGHT

- **Promotion:**
 - Dedicated social posts highlighting your business and onsite role
- **Brand Presence:**
 - Logo on Barknic webpage and registration site
- **Content Creation:**
 - Professional photo library of your onsite presence

Rescue Hero Sponsorship

\$1k Investment | Six Available

A meaningful entry point for brands looking to align with the mission while gaining visibility and engagement opportunities.

ONSITE ACTIVATION

- **Branded Water Station:** Your brand featured at one of six dog water stations throughout the venue
- **Swag Bag Inclusion:** Optional swag bag inclusion (sponsor to provide item; first 300 attendees)
- **Prominent Onsite Branding:**
 - Custom signage with “This water station is brought to you by [Sponsor Name]”
 - Logo featured on volunteer shirts
 - Logo included on on-site sponsor signage
- **Booth Fee Waived** and Four Comped Tickets

Zola
2022 Alumni

BRAND SPOTLIGHT

- **Promotion:**
 - Group Social Thank you post
- **Brand Presence:**
 - Logo on Barknic webpage and registration site

Helping Paw Sponsorship

\$500 Investment | Ten+ Available

An accessible way to support the event and be included in community-facing visibility. A great option for onsite vendors looking to go the extra mile in showing up for Wise at this event.

ONSITE ACTIVATION

- **Prominent Onsite Branding:**
 - Logo included on on-site sponsor signage
- **Booth Fee Waived** and Three Comped Tickets

BRAND SPOTLIGHT

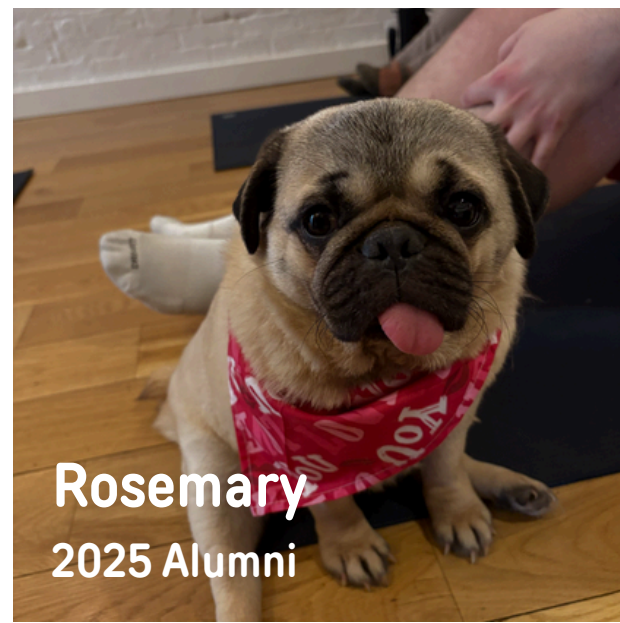
- **Promotion:**
 - Group Social Thank you post
- **Brand Presence:**
 - Logo on Barknic webpage and registration site



Wildcat
2026 Alumni

54k+

Highly-Engaged
Social Followers



Rosemary
2025 Alumni

4m+

Annual Website
Visits



Banjo
2025 Alumni

10k+

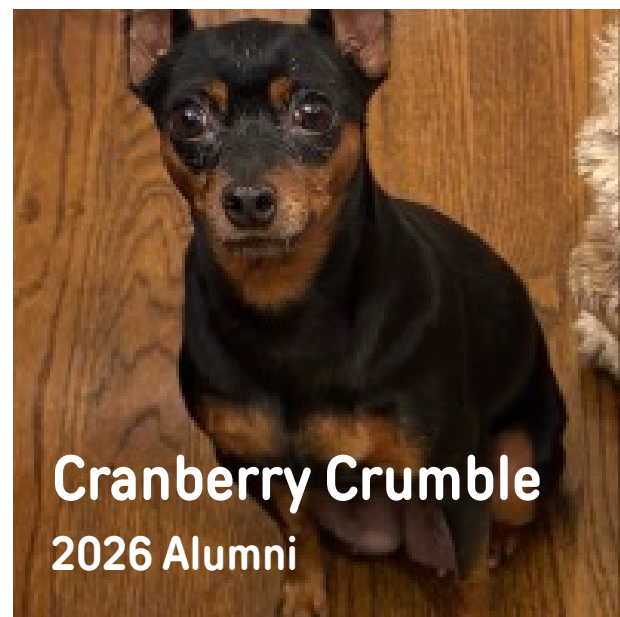
Active Email
Audience



Bluey
2023 Alumni

2k+

Animals Saved
through Wise



Cranberry Crumble
2026 Alumni

2-3k

Expected Barknic
2026 Attendees*

Media Value

Why Partner with
Wise for Barknic?

*Based on average attendance for comparable
Saturday events at Lackawanna Station. E.g. Vegan
Fest, Vintage Crawl

Contact & Next Steps

Reach out to explore a partnership with Wise Animal Rescue for Barknic 2026 and play a direct role in advancing our mission to save lives.



Barknic@WiseAnimalRescue.org



www.WiseAnimalRescue.org/Barknic



Stella
2025 Alumni