

Mardi Growl



19th Annual Mardi Growl
Parade and Festival
Saturday, March 7, 2026
11:00 a.m. – 3:00 p.m.

\$25,000 Presenting Sponsorship Krewe of Barkus

Presenting Sponsor recognition on Mardi Growl collateral including:

- Event T-shirt, largest logo
- Event flyers and posters
- Broadcast PSA on radio and/or TV, if available
- Recognition in event media promotions
- Company bio and link to your website from young-williams.org/mardigrowl
- Event email promotions
- One dedicated pre-event Facebook “Thank You to our Presenting Sponsor” post tagging your Facebook page with a provided handle
- Three social posts (two pre-event, one post-event) on our social media channels, tagging your Facebook and Instagram pages with a provided handle
- Company representatives with their pets walk at the front of the parade
- Opportunity to include swag items in an average of 500 participant goody bags
- 10’ x 20’ booth with prominent location at the post-parade Mardi Growl Festival and listing on young-williams.org/mardigrowl under vendor page
- Three sponsorships signs with logo along parade route and on festival grounds
- Center logo on Main Stage banner in festival grounds
- Special Thank You Gift



\$15,000 | Krewe of Chien

Sponsor level recognition on Mardi Growl collateral including:

- Event T-shirt, large logo
- Event flyers and posters
- Company link to your website from young-williams.org/mardigrowl
- Event email promotions
- Three social posts (two pre-event, one post-event) on our social media channels, tagging your Facebook and Instagram pages with a provided handle
- Opportunity for company representation in parade with up to 15 registered pets
- Opportunity to include swag items in an average of 500 participant goody bags
- 10' x 20' booth with prominent location at the post-parade Mardi Growl Festival and listing on mardigrowl.org under vendor page
- Two sponsorship signs with logo along parade route and three on festival grounds
- Logo on Main Stage banner in festival grounds
- Special Thank You Gift

\$10,000 | Krewe of Bouvier

Sponsor level recognition on Mardi Growl collateral including:

- Event T-shirt, medium logo
- Event flyers and posters
- Company link to your website on young-williams.org/mardigrowl
- Event email promotions
- Three social posts (two pre-event, one post-event) on our social media channels, tagging your Facebook and Instagram pages with a provided handle
- Opportunity for company representation in parade with up to 15 registered pets
- 10' x 20' booth at the post-parade Mardi Growl Festival and listing on event site under vendor page
- Two sponsorship signs with logo along parade route and three on festival grounds
- Logo on Main Stage banner in festival grounds
- Special Thank You Gift



\$5,000 | Krewe of Rex

Sponsor level recognition on Mardi Growl collateral including:

- Event T-shirt, medium logo
- Event flyers and posters
- Company link to your website from young-williams.org/mardigrowl
- Event email promotions
- Two social posts (one pre-event, one post-event) on our social media channels, tagging your Facebook and Instagram pages with a provided handle
- Opportunity for company representation in parade with up to 10 registered pets
- 10' x 20' booth at the post-parade Mardi Growl Festival and listing on mardigrowl.org under vendor page
- Two sponsorship signs with logo along parade route and on festival grounds
- Two sponsorship signs with logo on festival grounds
- Small logo on Main Stage banner on festival grounds



\$2,500 | Krewe of Meows

Sponsor level recognition on Mardi Growl collateral including:

- Event T-shirt, small logo
- Event flyers and posters
- Company link to your website from young-williams.org/mardigrowl
- Event email promotions
- One social post (post-event) on our social media channels, tagging your Facebook and Instagram pages with a provided handle
- Opportunity for company representation in parade with up to 10 registered pets
- 10' x 10' booth at the post-parade Mardi Growl Festival and listing on mardigrowl.org under vendor page
- One sponsorship sign with logo along parade route
- Two sponsorship signs on festival grounds



\$1,500 | Krewe of Paws

Sponsor level recognition on Mardi Growl collateral including:

- Name and link to your website from young-williams.org/mardigrowl
- Name in email event promotions
- Opportunity for company representation in parade with up to 5 registered pets
- 10' x 10' booth at the post-parade Mardi Growl Festival and listing on mardigrowl.org under vendor page
- One sponsorship sign with logo along parade route
- One sponsorship sign with logo on festival grounds



\$1,000 | Krewe of Hare-mes

Sponsor level recognition on Mardi Growl collateral including:

- Sponsor level recognition with name and link to your website from young-williams.org/mardigrowl
- 10' x 10' booth at the post-parade Mardi Growl Festival and listing on mardigrowl.org under vendor page
- One sponsorship sign with logo along parade route

\$750 | Krewe of Pop Chocks*

Sponsor level recognition on Mardi Growl collateral including:

- 10' x 10' booth at the post-parade Mardi Growl Festival and listing on young-williams.org/mardigrowl (on vendor page)
- Recognition on plaque for one of the contest categories below:
 - Team Spirit, Celebrity Look-alike, Leader of the Pack, Two of a Kind, Most Creative
- Recognition when category is announced during parade at Judge's Stand
- Recognition when winner is announced at Main Stage
- Recognition on one sign illustrating contest category in parade
- ***Only five opportunities at this level!**

Vendor Options

\$500 | Vehicle Vendor

- 10' x 20' space for food truck, vehicle, or tent
- Access to electric and water hookups
- Listing on young-williams.org/mardigrowl under vendor page



\$300 | Festival Vendor Booth

2023 Mardi Growl Booth includes:

- 10' x 10' canopy
- 8' table
- 2 chairs
- Listing on young-williams.org/mardigrowl under vendor page
- Electric and/or water hookup access is an additional \$25 fee



This year, our popular pet parade will end at World's Fair Park's Performance Lawn. More than 500 parade participants bring their fur-ever best friends, entertaining thousands of spectators along the parade route. After the parade, **thousands of paw-some participants and friends join us on the festival grounds** for vendors, games, food trucks, live music, low-cost rabies vaccines and microchips, and much more.

Sponsor Lifesaving Change

Our goal is to engage you in a family- and dog-friendly day of fun that provides a unique opportunity to showcase your talent, business, service or passion to thousands of our community's pet lovers.

Your sponsorship will enable us to continue our important life saving work, provide medical care to animals in need, and provide resources that enhance the human animal bond. Together with your support we can find *a home for every pet* and create lasting change for pets and people.



Our Reach

Social Media

Connect with **118,000+ followers** through high-impact posts and event promos.



Website

With over **6 million website visits** per year, our online presence offers powerful visibility for your brand.

Email

Reach **20,000+ subscribers** through monthly blogs, event emails, and quarterly newsletters.

Broadcast Media

Featured in weekly segments on WVLT, WBIR, and WATE, reaching **thousands of local viewers** across East Tennessee.



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