

MIGHTY TEXAS DOG ★ WALK 2024

& EXPO

SPONSOR REPORT



OVERVIEW

2024 vs 2023

- ↑ **53%** higher attendance
- ↑ **70%** increase in digital impressions
- ↑ **20%** increase in Sponsors





PAID MEDIA

- **1.7M** Total Impressions
- **491K** Reached
- **Platforms:** TV, Social, Billboards, Print

MIGHTY TEXAS DOG WALK & EXPO

TONS OF FREEBIES!

The #1 Dog Event in the #1 Dog City in America!

WORLD'S BIGGEST PAJAMA PARTY WITH DOGS!

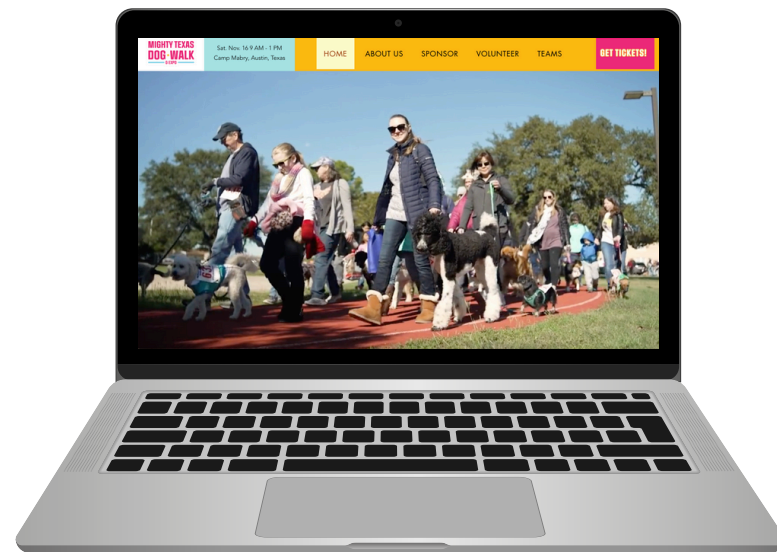
mightytxasdogwalk.org

SAT, NOV. 16, 2024 CAMP MABRY

EARNED MEDIA



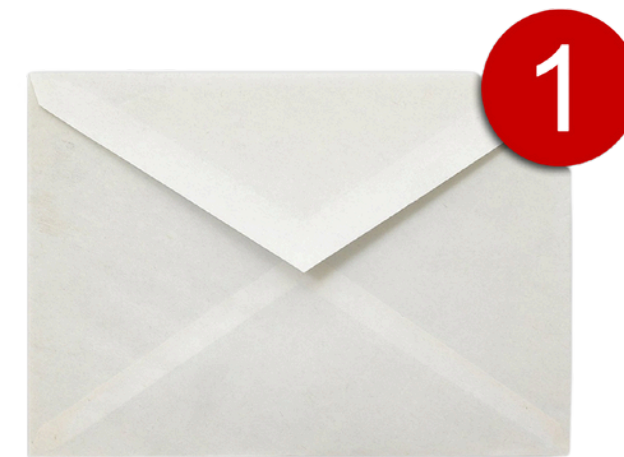
OWNED MEDIA



WEBSITE

28,000 Site Visits

86% increase from 2023



EMAIL

36,165 Email Opens

44% Open rate, 99% Delivery rate



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mightytexasdogwalk.org

