



Fellow business owner,

My name is Megan Schaffer, and I am the co-founder of Crate Escapes Dog Park + Bar, an innovative and exciting new venture set to open in January 2025. Located in the heart of Westfield, IN, across from the renowned Grand Park Sports Campus on 186th Street, Crate Escapes will be Indiana's very first dog park bar—a vibrant, membership-based community designed exclusively for dog lovers and their furry companions.

Our mission at Crate Escapes is to create an unparalleled experience for dogs and their owners by combining social activities, entertainment, and top-notch amenities. Spanning over 1.5 acres, our facility features completely fenced-in, mud-free run spaces where dogs can roam and play off-leash, ensuring they get the exercise and socialization they need in a secure environment.

Meanwhile, our self-pour bar and 2 counter service restaurants offers a variety of options for dog owners to enjoy while their pets play under the watchful eyes of our “rufferees.” Dog Bars around the nation see between 380-540 guests on weekdays, and 810-885 on weekends; all guests who will be sitting and playing right where your brand could be displayed!!

As we prepare to open our doors, we are reaching out to local businesses like yours to partner with us. Your support will not only enhance the experience for our guests but also showcase your commitment to the community. With Grand Park welcoming over 1.1 million guests per year, this partnership will provide your business with significant exposure and a unique platform to engage with pet-loving patrons.

We believe that Crate Escapes Dog Park + Bar will become a cornerstone of the Westfield community, bringing people together through their shared love for dogs. We would love for your business to be a part of this exciting journey.

Thank you for considering this unique marketing opportunity. We look forward to the possibility of partnering with you to create something truly special for Westfield's dog-loving community.

Warm regards,

A handwritten signature in black ink that reads "Megan Schaffer". The signature is written in a cursive, flowing style.

Megan Schaffer
Co-Founder, Crate Escapes Dog Park + Bar

OUR LOCATION



STATISTICS AND DATA

Westfield Metro Population	345,539
Number of Households	129,749
Average Dogs Per Household	1.46
Average Number of Homes with Dogs	57,868
Total Dogs in Area	84,487
Median Household Income	\$117, 519
Pet Care Industry Sales per year	\$11.8 Billion
Local Market	\$12.2 Million

DOG BAR STATISTICS

Average Weekday Attendance (per day)	413
Average Weekend Attendance (per day)	849



MARKETING OPPORTUNITIES

Pricing & Benefits

LANDMARK

\$20,000+

- Company logo predominantly featured on landmark along with naming rights to the landmark. Park landmarks include:
 - Cabanas, Pavilion Bar, Ramada Stage (cost varies)
- Company logo featured XL in Corporate Sponsor section on website, emails, & onsite.
- Opportunity to host corporate events & distribute branded promotional materials
- 10 YEAR sponsorship renewal

SPACES

\$10,000

- Company logo displayed on park space. Spaces include:
 - Dog Bathing Room, “Paw”ty Room, Small Dog Yard/Adoption Space
- Company logo featured L in Corporate Sponsor section on website, emails, & onsite.
- Opportunity to host corporate events at the park.
- Opportunity to distribute branded promotional materials at the park.
- 10 YEAR sponsorship renewal

FEATURE

\$5,000

- Company logo displayed on park feature. Features include:
 - Picnic Tables (3), Pergola w/ Swing (1)
- Company logo featured S in Corporate Sponsor section on website, emails, & onsite.
- Opportunity to host corporate events at the park.
- Opportunity to distribute branded promotional materials at the park.
- 5 YEAR sponsorship renewal

ACCESSORY

\$2,500

- Company logo on accessories that are used throughout the park. Accessories include:
 - Water bowls (10), Adirondack Chair (2), Bench (2)
- Company logo featured S in Corporate Sponsor section on website, emails, & onsite.
- Opportunity to distribute branded promotional materials at the park.
- 2 YEAR sponsorship renewal

“PAW”TNER

\$1,000

- Company logo/link on website.
- Opportunity to distribute branded promotional materials at the park.
- 2 YEAR sponsorship renewal

MARKETING OPPORTUNITIES

Product Descriptions



12'X12' CABANAS
Landmark Sponsor (1)
 Available sponsorships: 3



16'x20' PAVILLION
Landmark Sponsor (1)
 Available sponsorships: 1



12'X16' RAMADA
Landmark Sponsor (1)
 Available sponsorships: 1



SMALL DOG YARD
Spaces Sponsor (1)
 Available sponsorships: 1



PAWTY ROOM
Spaces Sponsor (1)
 Available sponsorships: 1



DOG BATHING ROOM
Spaces Sponsor (1)
 Available sponsorships: 1



PERGOLA w/ SWING
Featured Sponsor (1)
 Available sponsorships: 2



6' PICNIC TABLE
Featured Sponsor (3)
 Available sponsorships: 4



WATER BOWLS
Accessory Sponsor (10)
 Available sponsorships: 2



PARK BENCH
Accessory Sponsor (1)
 Available sponsorships: 3



ADIRONDACK CHAIR
Accessory Sponsor (2)
 Available sponsorships: 10



Crate Escapes

Dog Park + Bar

Site Design

