

MUTTFEST 2026

Marketing Plan

Event Snapshot

Event	Muttfest, a free community celebration of dogs, people, and entrepreneurs
Date	September 12, 2026
Time	12 to 5 p.m.
Location	Fire Maker Brewing Company
Cost	Free to attend, all dogs welcome
Hosted by	Mostly Mutts Animal Rescue
Includes	Food, beer and cocktails, live music, vendor market, and adoptable pups.

Marketing Goals

- **Drive attendance.** Fill the day with dog lovers, families, and the local community for a free, easy yes.
- **Support the mission.** Turn a fun afternoon into adoptions, donations, foster interest, and new email and social followers.
- **Grow visibility.** Strengthen ties with Fire Maker Brewing, local vendors, and sponsors while raising the Mostly Mutts profile in the community.

Target Audience

- Local dog owners looking for a fun, welcoming, dog-friendly outing.
- Families and young adults who want a free weekend event with food, drinks, and music.
- Current Mostly Mutts supporters, adopters, fosters, and volunteers.
- People considering adoption who want a low-pressure way to meet the rescue.
- Craft beer and local small business fans in the Fire Maker Brewing community.

Key Messages

Keep the tone warm, upbeat, and welcoming. Lead with the fun, then the mission.

- A free afternoon celebrating mutts, mixes, and the people who love them.
- Bring your pup. All dogs are welcome.
- Food, beer, cocktails, live music, and dog-friendly vendors all in one spot.
- Every visit helps Mostly Mutts save more dogs, and you might meet your next best friend.

Channels and Tactics

- **Facebook.** Create a Facebook Event as the hub. Post narrative updates on the vendors, music, and adoptable dogs. Invite followers and ask vendors and partners to share.
- **Instagram.** Punchy, emoji-forward feed posts and Stories. Use a countdown sticker, vendor spotlights, adoptable pup features, and a shareable save-the-date graphic.
- **Email.** Send three touches: announcement, vendor and lineup reveal, and a final reminder. Keep it short with one clear call to action.
- **Website.** Add a simple event page with the details, date, and vendor sign-up link so every post has somewhere to point.
- **Partners and cross-promotion.** Coordinate with Fire Maker Brewing and all confirmed vendors to share the event with their audiences. Provide ready-to-post graphics and captions to make it easy.
- **On the ground.** Flyers at the brewery, Mostly Mutts Market, partner vendors, and local pet businesses. A QR code on all signage linking to the event page.

Countdown Timeline

Anchor everything to the event date once it is set. This countdown works back from event day.

5 weeks out (8/7)	Announce the date. Post the save-the-date graphic across all channels, add the event to the website and Facebook Events, and open a vendor sign-up form. Confirm the vendor and sponsor list.
4 weeks out (8/14)	Launch the vendor lineup. Start weekly vendor spotlights, send the first email to the full list, and share the music and food details. Ask vendors and partners to cross-promote.
2 weeks out (8/28)	Feature adoptable pups who will be on site. Run the ticket-free RSVP reminder, boost the top-performing post, and share a short behind-the-scenes reel from setup planning.
1 week out (9/4)	Daily countdown posts. Send a reminder email, post the schedule and parking or logistics details, and pin the event post to the top of each page.
Day before (9/11)	Final reminder across Stories and Facebook. Confirm weather plan and post it: prep on-site signage, donation QR codes, and the adoption table.
Event day (9/12)	Post live from the event, tag vendors and the brewery, and share adoptable dogs in real time. Capture photos and short clips for the recap.
Within 3 days after (9/15)	Post a thank-you message tagging vendors, sponsors, and the venue. Share adoption and donation results, plus a photo recap. Send a thank you email to attendees and supporters.

Assets to Create

- Save the date and main event graphic, sized for feed and Stories.
- Vendor spotlight template for weekly features.
- Adoptable pup feature template.
- Three short emails: announcement, lineup reveal, and reminder.
- On-site signage, donation and adoption QR codes, and printable flyer.
- Recap photo and video plan for the day.

Success Metrics

- Estimated attendance and dogs on site.
- Adoptions, adoption applications, and foster inquiries generated.
- Donations raised on the day.
- New email subscribers and social followers.
- Reach, engagement, and Facebook Event responses across the campaign.