

THE FUR SEASONS'  
**RUN FUR FUN**

To benefit the  
**Humane Society of the Treasure Coast**  
**January 19, 2019**

## **EVENT OBJECTIVE**

The RUN FUR FUN offers an exciting interactive day for Dogs and their Families to help raise money for the Humane Society of the Treasure Coast, while providing maximum exposure for sponsors and community partners.

## **EVENT FEATURES**

- Lure Courses provided by Doggie Fun Zone – suitable for all dogs
- Doggie Swim Party
- No-Jump Clinic by 'Stuart Pet Pals' Laurie Volpe
- HSTC Mobile Pet Adoptions
- Movies & Pup-corn
- Silent Auction & Raffle
- Vendors, Food & Music

## **DETAILS**

**Admission:** FREE!

**Fund-Raising Goal:** \$15,000

**Attendance:** 1000+ pet-passionate people from Vero Beach to Miami, and from the Northeast, West Coast, Canada, and Europe

## **ADVERTISING**

- **Broadcast**
  - Comcast television advertising, Radio advertising
  - In-Theatre -:30 sec ad in Regal Cinema, twice before each film 4 weeks before the event
  - Electronic Billboard- Event ad for 2 weeks
- **Print**
  - Ads in Scripps newspapers in Martin, St. Lucie, and Palm Beach counties, "Around Martin County", "Around Jupiter"
  - Full-Page Ad in Wagging Tales, published by the HSTC
  - Event ad in Stuart Living Magazine week of the event
- **Internet/Email**
  - Fur Seasons web site, Facebook page
  - HSTC web site, Social Media pages (+23000 followers)
  - Email blasts and links to/from sponsors
  - E-blasts to Fur Seasons clients and HSTC supporters
- **Flyer Distribution**
  - At all events where Fur Seasons is a vendor
  - Veterinarian offices in Palm Beach, Martin, and St. Lucie counties
  - Pet stores and boutiques in Tri-county area
  - HSTC Thrift Stores and Adoption Centers, HSTC community events
  - Chambers of Commerce – Hobe Sound, Palm City, Stuart/Martin County
- **Press Releases** to all South Florida and Treasure Coast media as well as national trade publications and pet-oriented consumer magazines

THE FUR SEASONS'  
**RUN FUR FUN**  
**SPONSORSHIP OPPORTUNITIES**

**BIG DOG SPONSOR (Presenting Sponsor) \$2,500**

- Recognized as “Presenting Sponsor” in all paid advertising, news releases, and PR
- Brand/company name/logo on printed material (posters, flyers, etc.)
- Logo on event banner at front entrance of The Fur Seasons (approx. 3 months)
- Company logo with hyperlink on Fur Seasons web site and HSTC’s Event Page
- Logo on Digital Billboard event ad (2 weeks)- **exclusive!**
- Company name/logo on attendee gift and opportunity to put literature in Goody Bag (150 bags)
- Company shout-out during the event
- 2 banners on-site
- Vendor booth at event
- 7 free nights of Overnight Boarding or a 20-Day Day Care Package at The Fur Seasons
- Color Ad (1/4 page) in HSTC’s magazine, *Wagging Tales* (not an event ad)
- Color Ad (1/4 page) in HSTC’s gala program, *Clawsmopawlitian* (**Due Dec. 1**)
- 2 Tickets to HSTC’s annual “Sponsor & Donor Appreciation Evening” (**Jan 2019**)
- Vendor booth at HSTC’s annual Mutt March & 5 K (**Mar 23, 2019**)

**FEISTY FIDO SPONSOR \$1,000**

- Recognized in all paid advertising, news releases, and PR
- Logo in all TV and movie theatre advertising
- Brand/company name/logo on all printed material (posters, flyers, etc.)
- Company link on Fur Seasons web site as long as the event is promoted
- Company name/logo on attendee gift and opportunity to put literature in Goody Bag (150 bags)
- Company shout-out during the event
- Banner on-site
- Vendor booth at event
- 4 free nights of Boarding or 10-Day Care Days at The Fur Seasons
- Color Ad (1/4 page) in HSTC’s magazine, *Wagging Tales*
- 2 Tickets to HSTC’s annual “Sponsor & Donor Appreciation Evening” (**Jan 2019**)

**PRETTY POOCHIE SPONSOR \$500**

- Brand/company name/logo on printed material (posters, flyers, etc.)
- Company name/logo on attendee gift (T-shirt or Tote Bag)
- Company shout-out during the event (by the DJ and race caller)
- Opportunity to put literature in Goody Bag (150 bags)
- Banner on-site
- Vendor booth at event
- 2 free nights of boarding

**PLAYFUL PUPPY SPONSOR \$250**

- Name mention during the event (by the DJ and race caller)
- Opportunity to put literature in Goody Bag (150 bags)
- Banner on-site

**VENDOR BOOTH \$75**