



# STRUT YOUR MUTT

## The Race to End Animal Cruelty.

Saturday, April 15, 2023

Fair Park, Dallas

Chairs | Ismael Santiago & Ali Turiano

Prosecuting and preventing animal cruelty is one of the toughest but most vital parts of our mission. You can be a champion for the cause at Strut Your Mutt: The Race to End Animal Cruelty.



### PRESENTING POOCH | \$30,000

*Helps keep families together by providing pet food, medical care and housing assistance to more than 2,000 pet families.*

- Presenting Sponsor – Company name included on all promotional materials and announcements including on site sponsor signage and mentions in all broadcast mediums
- Registration for up to 25 team members
- Booth space up to 20x20 (power included)
- Inclusion in our interactive vendor map on GoStrut.org
- Minimum of 15 tagged and linked social posts from our various platforms
- Logo and link on our sponsors page of GoStrut.org
- Inclusion in at least 2 press releases as a sponsor of Strut Your Mutt
- Opportunity to place items in the participants swag bag
- Top placement of Company logo on Strut Your Mutt tee shirts (1500 minimum)
- Inclusion in at least one Paw Street Journal Email (72k+ email addresses)
- Will be mentioned at least one time during our featured segment on WFAA prior to the event
- Ability to have company spokesperson interviewed during our pre race comments at the event
- Inclusion in a “Thank You” email blast to all SYM participants after the event is over
- Right of first refusal for 2024 event renewal



### STARTING LINE SPONSOR | \$25,000

*Supports the prevention and prosecution of animal cruelty through the Animal Cruelty Investigations Unit, through more than 1,100 cases each year.*

- Company name included on starting line arch
- Company name included on all promotional materials and announcements including on site sponsor signage and mentions in all broadcast mediums
- Registration for up to 20 team members
- Booth space up to 20x20 (power included)
- Inclusion in our interactive vendor map on GoStrut.org
- Minimum of 12 tagged and linked social posts from our various platforms
- Logo and link on our sponsors page of GoStrut.org
- Inclusion in at least 2 press releases as a sponsor of Strut Your Mutt
- Opportunity to place items in the participants swag bag
- Preferred placement of Company logo on Strut Your Mutt tee shirts (1500 minimum)
- Inclusion in at least one Paw Street Journal Email (72k+ email addresses)
- Will be mentioned at least one time during our featured segment on WFAA prior to the event
- Ability to have company spokesperson interviewed during our pre race comments at the event
- Inclusion in a “Thank You” email blast to all SYM participants after the event is over



### BOWWOW BAZAAR SPONSOR | \$15,000

*Provides critical care for pets throughout North Texas, including more than 19,000 spay and neuter surgeries each year.*

- Company name included on all promotional materials and announcements including on site sponsor signage and mentions in all broadcast mediums
- Registration for up to 20 team members
- Booth space up to 10x10 (power included)
- Inclusion in our interactive vendor map on GoStrut.org
- Minimum of 10 tagged and linked social posts from our various platforms
- Logo and link on our sponsors page of GoStrut.org
- Inclusion in at least 2 press releases as a sponsor of Strut Your Mutt
- Opportunity to place items in the participants swag bag
- Preferred placement of Company logo on Strut Your Mutt tee shirts (1500 minimum)
- Inclusion in at least one Paw Street Journal Email (72k+ email addresses)
- Inclusion in a “Thank You” email blast to all SYM participants after the event is over.



### PHOTO BOOTH SPONSOR | \$10,000

*Supports the love and care for the more than 4,500 animals that enter our shelters each year.*

- Company name included on all promotional materials and announcements including on site sponsor signage
- Sponsor name or logo embedded into all photos taken at the photo booth
- Registration for up to 15 team members
- Booth space up to 10x10 (power included)
- Inclusion in our interactive vendor map on GoStrut.org
- Minimum of 3 tagged and linked social posts from our various platforms
- Logo and link on our sponsors page of GoStrut.org
- Inclusion in at least 1 press release as a sponsor of Strut Your Mutt
- Opportunity to place items in the participants swag bag
- Placement of Company logo on Strut Your Mutt tee shirts (1500 minimum)
- Inclusion in a “Thank You” email blast to all SYM participants after the event is over



**CATEGORY EXCLUSIVE!**



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### DOG TOY SPONSOR | \$7,500

*Support enrichment activities for animals in our care, such as puzzle toys, play groups and scent therapy.*

- Company name included on all promotional materials and announcements including on site sponsor signage
- Sponsor name or logo on a minimum of 1500 dog toys day of the event
- Registration for up to 10 team members
- Booth space up to 10x10 (power included)
- Inclusion in our interactive vendor map on GoStrut.org
- Minimum of 3 tagged and linked social posts from our various platforms
- Logo and link on our sponsors page of GoStrut.org
- Inclusion in at least 1 press release as a sponsor of Strut Your Mutt
- Opportunity to place items in the participants swag bag
- Placement of Company logo on Strut Your Mutt tee shirts (1500 minimum)
- Inclusion in a "Thank You" email blast to all SYM participants after the event is over



### RACE BIB SPONSOR | \$5,000

*Provide life-saving heartworm treatment for 10 dogs.*

- Company name included on all promotional materials and announcements including on site sponsor signage
- Sponsor name or logo on all race and walker bibs day of the event
- Registration for up to 5 team members
- Booth space up to 10x10 (power included)
- Inclusion on our interactive vendor map on GoStrut.org
- Minimum of 3 tagged and linked social posts from our various platforms
- Logo and link on our sponsors page of GoStrut.org
- Inclusion in at least one press release as a sponsor of Strut Your Mutt
- Opportunity to place items in the participants swag bag
- Placement of Company logo on Strut Your Mutt tee shirts (1500 minimum)
- Inclusion in a "Thank You" email blast to all SYM participants after the event is over



### WELLNESS STATION SPONSOR | \$5,000

*Ensures that our Foster Heros have the supplies and support they need to care for more than 1,000 fostered animals each year.*

- Two sponsorships available at this level
- Company name included on one medical station sign and on the back of the medical team tee shirt
- Booth space up to 10x10 (power included)
- Inclusion in our interactive vendor map on GoStrut.org
- Minimum of 1 tagged and linked social post from our various platforms
- Logo and link on our sponsors page of GoStrut.org
- Inclusion in at least 1 press release as a sponsor of Strut Your Mutt
- Opportunity to place items in the participants swag bag
- Placement of Company logo on Strut Your Mutt tee shirts (1500 minimum)
- Inclusion in the official Strut Your Mutt Passport to encourage people to visit all booths



### SPLASH STATION SPONSOR | \$2,000

- Four sponsorships available at this level
- Company name included on one sign next to a doggy pool
- Booth space up to 10x10 (power included)
- Inclusion in our interactive vendor map on GoStrut.org
- Minimum of 1 tagged and linked social post from our various platforms
- Logo and link on our sponsors page of GoStrut.org
- Inclusion in at least 1 press release as a sponsor of Strut Your Mutt
- Opportunity to place items in the participants swag bag
- Placement of Company logo on Strut Your Mutt tee shirts (1500 minimum)



### SLURP SPOT SPONSOR | \$1,000

- Ten sponsorships available at this level
- Company name included on one sign next to a water station
- Booth space up to 10x10 (power included)
- Inclusion in our interactive vendor map on GoStrut.org
- Minimum of 1 tagged and linked social post from our various platforms
- Logo and link on our sponsors page of GoStrut.org
- Inclusion in at least one press release as a sponsor of Strut Your Mutt
- Opportunity to place items in the participants swag bag
- Placement of Company logo on Strut Your Mutt tee shirts (1500 minimum)



### VENDOR BOOTH | \$400

- Booth space up to 10x10 (power included)
- Inclusion in our interactive vendor map on GoStrut.org
- Logo and link on our sponsors page of GoStrut.org



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### CONTACT INFORMATION:

Name: \_\_\_\_\_

*Please print your name or company/foundation name as you would like for it to appear in event materials.*

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Booth/Marketing Main Contact: \_\_\_\_\_ Email: \_\_\_\_\_

I do not wish to be listed in publications. I decline all benefits.

I/We cannot attend. Please accept a donation of: \$

Please make my donation in honor/memory of:

Name: \_\_\_\_\_ Email/Address: \_\_\_\_\_

*This tribute will be included in print materials.*

### BILLING & PAYMENT:

#### Choose One

Pay online at [spca.org/strut](https://spca.org/strut)

Check enclosed (payable to the SPCA of Texas)

Charge my credit card:

*For your security, do not send credit card information by email.*

Total amount to charge: \$ \_\_\_\_\_

Make my gift go further. Please increase my gift by 3% to cover transaction expenses.

Visa

Mastercard

Discovery

Card Number: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Zip: \_\_\_\_\_

Signature: \_\_\_\_\_

### PLEDGE & INVOICE:

*(All payments due in full before April 7, 2023)*

Sponsorship Pledge: I affirm that I have the authority to enter into pledges on behalf of the entities whose funds I hereby commit.

*Signature required to hold a reservation.*

Email Invoice: \_\_\_\_\_

*Deadline for inclusion in printed materials is March 31, 2023.*

**For more information, contact  
Amanda Rainey, [arainey@spca.org](mailto:arainey@spca.org),  
or (214) 461-1829 or visit [gostrut.org](https://gostrut.org)**