



STRUT YOUR MUTT

The race to end animal cruelty

Saturday, April 15 | 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.

SOLD PRESENTING POOCH | \$30,000

Helps keep families together by providing pet food, medical care and housing assistance to 8,300+ pet families.

- **Exclusive Presenting Sponsor** – sponsor name &/or logo 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 20x10 (power included)
- Inclusion in our interactive vendor map on GoStrut.org
- Minimum of 10 tagged and linked social posts
- Logo and link on our sponsors page of GoStrut.org
- Inclusion in at least 2 press releases
- Opportunity to place items in the participants swag bag
- Top placement of sponsor logo on 1500+ Strut Your Mutt t shirts
- Inclusion in at least one Paw Street Journal Email (80k+ email addresses)
- mentioned at least once 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 post event email blast to all participants
- Right of first refusal for 2024 event renewal

SOLD STARTING LINE SPONSOR | \$25,000

Supports the prevention & prosecution of animal cruelty through the Animal Cruelty Investigations Unit, and their 1,100+ cases each year.

- **Exclusive** sponsor name &/or logo included on starting line arch
- Company name included on all promo materials, on-site announcements & 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
- Logo and link on our sponsors page of GoStrut.org
- Inclusion in at least 2 press releases
- Opportunity to place items in the participants swag bag
- Preferred placement of Company logo on 1500+ Strut Your Mutt t shirts
- Inclusion in at least one Paw Street Journal Email (80k+ 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 post event email blast to all participants

BOWWOW BAZAAR | \$15,000

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

- **Exclusive** sponsor name &/or logo at and throughout the BowWow Bazaar area
- Company name included on all promo materials, on-site announcements & 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
- Logo and link on our sponsors page of GoStrut.org
- Inclusion in at least 2 press releases
- Opportunity to place items in the participants swag bag
- Preferred placement of Company logo on 1500+ Strut Your Mutt t shirts
- Inclusion in at least one Paw Street Journal Email (80k+ email addresses)
- Inclusion in a post event email blast to all participants

ASTRO'S ACTIVITIES | \$10,000

Supports love and care for the 6,000+ animals that enter our shelters each year.

- **Exclusive** naming/recognition options (select one):
 - Kid's Corral
 - SOLD** Postcard
- **Exclusive** sponsor name &/or logo at designated area (first sold, first served)
- Company name included on all promo materials, and on-site announcements & sponsor signage
- 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
- 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
- Company logo on 1500+ Strut Your Mutt t shirts
- Inclusion in a post event email blast to all participants

FIDO'S FAVORITE | \$7,500

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

- **Exclusive** naming/recognition options (select one):
 - SOLD** Dog Toy
 - SOLD** Goodie Bag
- **Exclusive** Sponsor name or logo on a minimum of 1500 dog toys or goodie bags (first sold, first served)
- Company name included on all promotional materials and announcements including on site sponsor signage
- 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
- Logo and link on our sponsors page of GoStrut.org
- Inclusion in at least 1 press release
- Opportunity to place items in the participants swag bag
- Company logo on 1500+ Strut Your Mutt t shirts
- Inclusion in a post event email blast to all participants



STRUT YOUR MUTT

The race to end animal cruelty

Saturday, April 15 | Fair Park, Dallas
Chairs: Ismael Santiago & Ali Turiano



PROGRAM PAW-TNER | \$5,000

- Provide life-saving heartworm treatment for up to 20 dogs.
- **Exclusive** naming/recognition options (select one):
 - Costume Contest**
 - Photo Booth**
 - Face Dip**
 - Package Pick Up**
 - Pint Size Parade**
 - Wellness Station (2)**
 - **Exclusive** company name/logo recognition on the naming option selected (first sold, first served)
 - Company name included on all promotional materials and announcements & on site sponsor signage
 - 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
 - Logo and link on our sponsors page of GoStrut.org
 - Inclusion in at least one press release
 - Opportunity to place items in the participants swag bag
 - Company logo on 1500+ Strut Your Mutt t shirts
 - Inclusion in a post event email blast to all participants

SPLASH STATION SPONSOR | \$2,000

- Four sponsorships available at this level (**FOUR SOLD!**)
- Company name/logo included on signage next to a doggy pool 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
- Logo and link on our sponsors page of GoStrut.org
- Inclusion in at least 1 press release
- Opportunity to place items in the participants swag bag
- Company logo on 1500+ Strut Your Mutt t shirts

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
- Logo and link on our sponsors page of GoStrut.org
- Inclusion in at least one press release
- Opportunity to place items in the participants swag bag
- Company logo on 1500+ Strut Your Mutt t shirts

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

CONTACT INFORMATION

Sponsor Name as you'd like to be listed: _____

Mailing Address: _____ City: _____ State: _____ Zip: _____

Booth/Marketing Contact: _____ Phone: _____ Email: _____

Team Contact: _____ Phone: _____ Email: _____

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

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

BILLING & PAYMENT

All payments are due in full by April 7, 2023. | For your security, do not send credit card information by email.

I affirm that I have the authority to enter into pledges on behalf of the entity whose funds I hereby commit. I understand that the print deadline to be listed on t shirts, signage and specialty items is March 15.

Choose One: Pay online at spca.org/strut Check enclosed (payable to SPCA of Texas)

Charge my credit card Please invoice me

Total Amount to Charge: _____ Visa MC AMEX Make my support go farther! Please increase my gift by 3% to cover transaction fees.

Card Number: _____ Name on Card: _____

Zip: _____ Exp. Date: _____ Security Code: _____ Signature: _____

For more information or custom packages, contact Amanda Rainey at arainey@spca.org or 214.461.1829 or visit spca.org/strut.