



RUN WITH THE DOGS, RUN FOR THE DOGS

DOGGY FUN RUN & WALK 2K/5K

June 29, 2013 - Mystic River Bend Reservation, Medford MA

Sponsorship Opportunities

- | | |
|---|---|
| <input type="checkbox"/> \$3000 Naming Rights Sponsor | <input type="checkbox"/> \$1600 Campaigning Sponsor |
| <input type="checkbox"/> \$500 Logo on the pet Scarf | <input type="checkbox"/> \$500 5k Sponsor |
| <input type="checkbox"/> \$500 Video Ad Sponsor | <input type="checkbox"/> \$250 2k Sponsor |
| <input type="checkbox"/> \$200-400 Vendor Booth | <input type="checkbox"/> \$120 Logo on the T-shirts & Website |
| <input type="checkbox"/> \$100 Product Basket | <input type="checkbox"/> \$100 Logo on the T-shirts |
| <input type="checkbox"/> \$50 Sponsor Flyer in the goody bags | <input type="checkbox"/> \$400 Social Networking Sponsor |

Company name: _____

Address: _____

Day Time Phone: _____ **Email:** _____

I am paying by: Check Credit Card

If paying by credit card, please visit our secure online payment center:

www.racemenu.com/doggyfunrun

Event Website: www.doggyfunrun.org (Under Construction)

Boston Volunteers website: www.bostonvolunteer.org

For more information, please contact: Phani Sukhavasi, Director, Boston Volunteers

Cell: 505-301-6872

Email: phanivinod007@gmail.com



What is Boston Volunteers?

Boston Volunteers (MA non-profit ID # 454324331) is a popular non-profit organization in Massachusetts with more than 5,400 volunteers. Boston Volunteers offers a wide variety of volunteer opportunities for those interested in no-hassle, no commitment volunteering. Learn more: www.bostonvolunteer.org

What is Doggy Fun Run?

Boston Volunteers will be hosting the first-ever Doggy Fun Run & Walk on June 29, 2013. A portion of the money raised will benefit the Animal Rescue League of Boston, an organization dedicated to the welfare of animals throughout the city. Individual runners, dogs and their owners will run or walk a 2K or 5K together around the Mystic River Bend Reservation separating Medford and Somerville, MA.

Additional Event information:

- 1 Every dog owner and runner will be registered online at www.racemenu.com/doggyfunrun. Via www.doggyfunrun.org and www.bostonvolunteer.org
- 2 The registration fee is as follows:
 - a \$35 for dog + owner (includes dog scarf, t-shirt for the owner and certificate of completion for the dog).
 - b \$25 per person only (includes t-shirt)
 - c \$100 for a family of 4 and a dog (dog registration is waived, includes 4 t-shirts and 1 scarf).
- 3 Owners will be able to post pictures of their dogs online prior to the event. Pictures posted to the website will be used for event advertising.
- 4 Upon registration, every participating dog will receive a promotional scarf to wear at the event. This scarf can be picked up at one of the event sponsor's locations.
- 5 At the completion of the event, each dog that crosses the finish line will receive a certificate with their name printed on it. The first three dogs to finish the 5k loop will be awarded gold, silver and bronze medals at an awards ceremony once the run ends.
- 6 Each dog registered on the event website will be eligible (if the owner so chooses) to become the event mascot, meaning their picture will be used for promotional advertising. An online contest will be held to decide which dog will take this top honor
- 7 Participants may bring their family and friends to the event and interact with local businesses, sponsors and fellow dog owners.
- 8 Owners are welcome to dress/groom their dogs for the event. The best dressed/groomed dog will be awarded the "Best Dressed/Groomed at the Doggy Fun Run & Walk"
- 9 Individuals may run/walk in memory of a pet.
- 10 Dog owners may shop at the "doggy mall" where local business can exhibit new products/services and give away free samples



\$3,000 Naming Rights Sponsor (1 spot)

- Change the event name from “Doggy Fun Run” to “Sponsor Name Doggy Fun Run”.
- 25,000 flyers will be printed with the sponsor logo on them. Every flyer will be personally handed to people at dog parks, local businesses, Boston Volunteers events etc.
- Every email footer sent to the city residents, volunteers, registrants, Boston Volunteers members, partnership organizations will have sponsor logo.

- Logo will be printed on the free scarf given to the dog ownerst.
- Signs with sponsor’s logo will be placed along the path of the 2k and 5k loop, as well as the “doggy mall” and event headquarters.
- Sponsor’s logo will be added to the Kickstarter campaign video which will be advertised on local TV networks.
- Vendor booth near the starting line of the race.
- Logo will appear on all the volunteer and registrant t-shirts, as well as the website.
- Sponsor’s featured product will be added to the registrant product bag.
- Sponsor flyer will be added to the registrant goody bag.

\$1,600 Campaigning Sponsor (1 spot or 4 spots if sponsored at \$400 each)

- 25,000 flyers will be printed with the sponsor logo on them. Every flyer will be personally handed to people at dog parks, local businesses, Boston Volunteers events etc. If \$400 sponsored, 8,000 flyers will be printed with sponsor name.
- Logo will appear on all the volunteer and registrant t-shirts, as well as the website. (Only if sponsored \$1,600)
- Vendor booth near the starting line of the race. (Only if sponsored \$1,600)
- Sponsor’s featured product will be added to the registrant product bag.
- Sponsor flyer will be added to the registrant goody bag.

\$400 Social Networking Sponsor (1 spot)

- Every email footer sent to the city residents, volunteers, registrants, Boston Volunteers members, partnership organizations will have the sponsor logo.
- Vendor booth at the event.
- Logo will appear on all the volunteer and registrant t-shirts, as well as the website.
- Sponsor’s featured product will be added to the registrant product bag.
- Sponsor flyer will be added to the registrant goody bag.

\$500 Logo on the pet Scarf (1 spot)

- Logo will appear on all the volunteer and registrant t-shirts, as well as the website.
- Sponsor’s featured product will be added to the registrant product bag.
- Sponsor flyer will be added to the registrant goody bag



\$500 5k and \$250 2K Sponsor (1 spot for 5k and 1 spot for 2k)

- Signs with sponsor logo will be placed along the path of the 2k and 5k loop, as well as the “doggy mall” and event headquarters.
- Vendor booth at the event. (For 5k sponsor only)
- Logo will appear on all the volunteer and registrant t-shirts, as well as the website.
- Sponsor’s featured product will be added to the registrant product bag.
- Sponsor flyer will be added to the registrant goody bag.

\$500 Video Ad Sponsor

- Sponsor’s logo will be added to the Kickstarter campaign video which will be advertised on local TV networks.
- Logo will appear on all the volunteer and registrant t-shirts, as well as the website.
- Sponsor’s featured product will be added to the registrant product bag.
- Sponsor flyer will be added to the registrant goody bag.

\$200-400 Vendor Booth

- Vendor booth at the event. (For 5k sponsor only)
- Logo will appear on all the volunteer and registrant t-shirts, as well as the website.
- Sponsor’s featured product will be added to the registrant product bag.
- Sponsor flyer will be added to the registrant goody bag.

\$120 Logo on the T-shirts & website

- Logo will appear on all the volunteer and registrant t-shirts, as well as the website.
- Sponsor’s featured product will be added to the registrant product bag.
- Sponsor flyer will be added to the registrant goody bag.

\$100 Product Basket Sponsor

Sponsor featured product will be added to the registrant product bag, and flyer will be added to the registrant goody bag.

\$100 General Sponsor

Sponsor logo will be appear on all the volunteer and registrants t-shirts. Sponsor flyer will be added to the registrant goody bag.

\$50 General Sponsor

Sponsor flyer will be added to the registrant goody bags

