

A group of runners and a golden retriever participating in a K9 Fun Run. The runners are wearing athletic gear and bib numbers. The dog is running alongside them, looking happy. The background shows a paved path, trees, and a clear blue sky.

Houston Humane Society presents 41ST ANNUAL K9 FUN RUN

SPONSOR & VENDOR BENEFITS PACKAGE

We invite you to join us as we celebrate four decades of Houston's largest dog walk.

The K9 Fun Run is a beloved tradition for our community. In addition to raising essential funds to support our lifesaving work, it's an opportunity for animal lovers to join together to make a lifesaving difference for pets and wildlife in need. When you support the K9 Fun Run as a sponsor, you're joining a community that is committed to creating a more humane Houston for animals and the people who love them.

Held annually at MacGregor Park in University Oaks, these adored, dog-friendly fundraising events attract hundreds of people and their pets. Participants enjoy an organized walk, breakfast, music, a vendor village, special activities for dogs and children, and a festive atmosphere celebrating the special bond between animals and humans.

Your sponsorship will make a lifesaving difference for more than 40,000 pets and wildlife this year by providing safe shelter, medical care, protection from cruelty and neglect, rescue and rehabilitation, and so much more!

A YEAR IN REVIEW

2 Million	Pet meals provided to animals in need
12,000 +	Spay/neuter surgeries performed
40,000 +	Animals received care from our low-cost clinic
3,000 +	Animals rescued from abuse & cruelty
2,000 +	Animals transferred from local partner shelters
63 Dogs	Sponsored for live-saving heartworm treatment

SPONSORSHIP BENEFITS:

Partnering with Houston Humane Society's K9 Fun Run will maximize your company's exposure to passionate pet families in our region and establish your brand as a partner in our lifesaving work. Sponsoring the K9 Fun Run is also a great opportunity to build camaraderie among your employees and/or clients by having them participate as a K9 Fun Run Team. Most importantly, every dollar raised at the events helps give animals a second chance.

We receive no federal, state, or local government funding and rely solely on donations, program services, and special events



WHO YOU'LL REACH

OUR SUPPORTERS BECOME YOUR CUSTOMERS



80K Followers



17.2K Followers



7.4K Followers



40K email recipients



1.2M website visits a year



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HERO SPONSORSHIP OPPORTUNITIES

OUR SUPPORTERS BECOME YOUR CUSTOMERS

AVAILABLE SPOTS	DONATION	AREA
1	\$10,000	START & FINISH LINE Help animals in need find new homes by sponsoring our K9 Fun Run Start & Finish line! Banners provided by your company will be displayed along the pathway and rails and at the entrance of the race's starting and finishing point. Your team members will also have their K9 Fun Run registration fees waived and have the opportunity to volunteer at the start and finish line.
1	\$10,000	REGISTRATION TENT As the Registration Tent Sponsor, your brand will reach hundreds of attendees! A banner provided by your company will be displayed on the 20×20 Registration area, and your team will have the opportunity to distribute marketing materials to walkers at check-in.
1	\$10,000	STAGE Be part of the main event as the K9 Fun Run Stage Sponsor! A banner provided by your company will be displayed on the main stage, and your booth will be placed next to it. This is where walkers and event goers will gather to listen to announcements and enjoy the sounds of music throughout the event.
1	\$7,500	BREAKFAST TENT This sponsorship is sure to make you a favorite among our attendees! A banner recognizing your company as the Breakfast Sponsor will be displayed on the 10×10 Breakfast tent. Your team members will also have their walk registration fees waived and have the opportunity to distribute breakfast items to walkers.
1	\$5,000	DOG ACTIVITIES & ASK A TRAINER TENT Bring the fun for our furry friends as the Dog Activities & Ask A Trainer Sponsor! Banners provided by your company will be displayed in our Dog Activities & Ask A Trainer Tent, and you'll also get one 10x10 booth near the Dog Activities area. This popular area offers doggie ball pits and an "Ask a Trainer" booth.



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HERO SPONSORSHIP BENEFITS

- Registration fee waived for 15 team members.
- Your logo/name on the K9 Fun Run website landing page.
- Your logo/name and link on the K9 Fun Run Sponsors webpage.
- Your logo/name on a series of e-blasts to Houston Humane Society constituents (35,800+).
- Mention in our K9 Fun Run social media outreach, including Facebook (over 80,000+ followers).
- Month long display ad on HHS facility LED sign (over 90,000 in foot traffic annually to HHS Adoption Center)
- Your logo/name on the informational letter in the K9 Fun Run Packet sent to registered walkers prior to the event.
- Your logo/name on the K9 Fun Run stage banner.
- Tented booth near stage (except for Dog Activities sponsor).
- Tent hospitality welcome cooler (water, energy drinks, snacks)
- Special recognition from the stage.
- Prominent logo/name placement on event T-shirts.
- Your logo/name placement on course route signage.
- Item inclusion in Alumni parade participant goodie bags.



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VIP TEAM EXPERIENCE

OUR SUPPORTERS BECOME YOUR CUSTOMERS



AVAILABLE
SPOTS

9

DONATION

\$2,500

VIP TEAM EXPERIENCE

Spark your team's passion for animals! As a Pack Leader Sponsor, your company can make a life-changing difference for animals in need while building camaraderie with your staff, clients and their dogs! With a kick-off event and ongoing fundraising support from Houston Humane Society, your team will be set up for success - and will enjoy an extra-special tented space to gather together at the K9 Fun Run.

VIP TEAM EXPERIENCE BENEFITS

- Registration fee waived for 20 team members
- Banners provided by your company displayed on a tent exclusively for your Company Team.
- Tent hospitality welcome cooler (water, energy drinks, snacks)
- Month long display ad on HHS facility LED sign (over 90,000 in foot traffic annually to HHS Adoption Center)
- Team Spotlight feature on the HHS website, K9 Fun Run website and social media channels.
- Your logo/name on the K9 Fun Run website landing page.
- Your logo/name and link on the K9 Fun Run Sponsor webpage.
- Your logo/name on a series of e-blasts to Houston Humane Society constituents (35,800).
- Mention in our K9 Fun Run social media outreach, including Facebook (over 80,000+ followers).
- Special recognition from the stage.
- Logo/name on event T-shirts.
- Your logo/name placement on course route signage.
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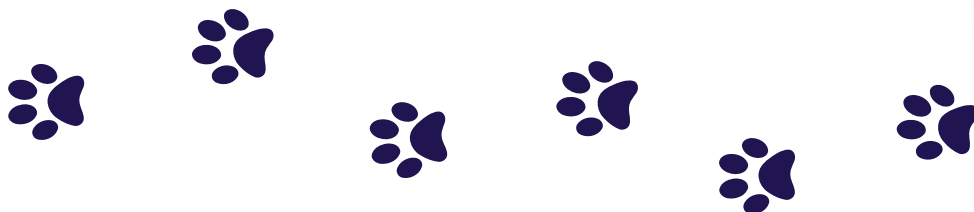
PACK LEADER SPONSORSHIP OPPORTUNITIES

OUR SUPPORTERS BECOME YOUR CUSTOMERS

AVAILABLE SPOTS	DONATION	AREA
SOLD!	\$2,500	EVENT PHOTO ZONE Sponsor the official Event Photo Zone for the K9 Fun Run to help walkers remember the day! You'll get a special sign with your brand displayed, as well as a 10 x10 booth near the Event Photo Zone. Provide picture takers with assistance with their portraits or photo props.
1	\$2,500	COFFEE TENT Help walkers rise and shine by sponsoring coffee for event attendees! A special banner with your logo will be displayed on the 10x10 Coffee Tent. Your team will also have the opportunity to distribute coffee to walkers.
2	\$2,500	WATER STATIONS Help walkers stay hydrated by sponsoring a high-traffic Water Station located on the walk course! A banner provided by your company will be displayed on one 10x10 Water Station. Your team will also have the opportunity to distribute water bottles to walkers. (Two opportunities available per event.)

PACK LEADER SPONSORSHIP BENEFITS

- Your preferred location for your 10 x10 space in the Vendor Village
- Tent, 8-foot table and two chairs.
- Your logo/name and link on the K9 Fun Run Sponsor webpage.
- 1 Mention in our K9 Fun Run social media outreach, including Facebook (over 80,000+ followers).
- Logo/name on event T-shirts.
- Item inclusion in Alumni parade participant goodie bags.



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DOGGY DAY OUT SPONSORSHIP OPPORTUNITIES

JOIN OUR VENDOR VILLAGE!

	GOLD	SILVER	BRONZE	BRONZE (NON-PROFIT)
	\$500	\$400	\$200	\$100
Assigned location for 10 x10 space in vendor village				
Item inclusion in Alumni parade participant goodie bags				
Tent, 8 foot table & 2 chairs				
Logo/Name on event shirts				
Mention in K9 Fun Run social media outreach including Facebook (over 80,000+ followers).				



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PARTNERSHIP REGISTRATION

MacGregor Park
5225 Calhoun Rd,
Houston, TX 77021
March 25th, 2023

SPONSORSHIPS:

- | | |
|--|---|
| <input type="checkbox"/> HERO START & FINISH LINE \$10,000 | <input type="checkbox"/> PACK LEADER EVENT PHOTO ZONE \$2,500 |
| <input type="checkbox"/> HERO REGISTRATION TENT \$10,000 | <input type="checkbox"/> PACK LEADER COFFEE TENT \$2,500 |
| <input type="checkbox"/> HERO STAGE \$10,000 | <input type="checkbox"/> PACK LEADER WATER STATION \$2,500 |
| <input type="checkbox"/> HERO BREAKFAST TENT \$7,500 | <input type="checkbox"/> VIP TEAM EXPERIENCE \$2,500 |
| <input type="checkbox"/> HERO DOG ZONE \$5,000 | |

VENDOR LEVELS:

- | | | | |
|-------------------------------------|---------------------------------------|---------------------------------------|--|
| <input type="checkbox"/> GOLD \$500 | <input type="checkbox"/> SILVER \$400 | <input type="checkbox"/> BRONZE \$200 | <input type="checkbox"/> Bronze (Non-Profit) \$100 |
|-------------------------------------|---------------------------------------|---------------------------------------|--|

REGISTRATION INFORMATION:

Business/Company/Organization: _____
(as it should appear on event materials)

Contact Name: _____

Mailing Address: _____

Phone: _____

Email: _____

Website: _____

Social Media: _____
Facebook, Instragam, Twitter

- | | |
|---|--|
| <input type="checkbox"/> I agree to display event posters at my locations. | <input type="checkbox"/> I agree to promote the event to our email subscribers |
| <input type="checkbox"/> I agree to promote the event on my social media platform(s): _____ | |

PAYMENT INFORMATION:

- | | |
|---|---------------------------------------|
| <input type="checkbox"/> ONLINE PAYMENT VIA SHARED LINK | OVER THE PHONE PAYMENT (713-341-3306) |
| <input type="checkbox"/> CHECK <small>Please send your check and form to: Houston Humane Society Attn: Cammie Beverly P.O. Box 450528 Houston, TX 77245</small> | |
| <input type="checkbox"/> Please charge: VISA / MasterCard / American Express / Discover | |

Card #: _____ Exp. Date: _____

Verification code: _____

Billing address: _____

City, State, Zip _____

To receive full benefits of your vendor level, please respond by February 20th

Please email completed form or any questions/concerns to CBeverly@HoustonHumane.org