

Tails & Trails



Walk **5K** Run

For Greenville County Animal Care

SPONSORSHIP OPPORTUNITIES



2026 TAILS & TRAILS 5K

We're so excited to announce our 10th annual Tails & Trails 5K -- Greenville County Animal Care's largest (and most fun) annual fundraiser!

Participants will race the trails at beautiful Conestee Park side by side with their best running partner -- their dog! Whether they race with or without their four-legged companion or just walk the trail to support our great cause, Tails & Trails is fun for everyone. This fundraiser makes a difference in the lives of homeless animals, and the families that love them. All proceeds from Tails & Trails go directly to benefit the animals of Greenville County Animal Care. After the race, we encourage participants to stay a while to visit our vendor village, let their pup splash in the puppy pools, and take away some amazing prizes at our dog-gone awesome award ceremony!

This year's race will take place on Saturday, May 9th



OUR MISSION

Tails & Trails is all about having a great time with your pet, but we know that not all animals are as fortunate. Circumstances sometimes leave pets homeless and in need of somewhere to go, someone to provide medical care, food and a warm place to sleep. We are here for them, but it takes a lot of money to provide that much needed care, to support our innovative life-saving programs like targeted spay/neuter to help reduce our homeless pet population and prevention programs that keep pets out of the shelter and in their homes with the families that love them.

With your sponsorship, you are directly supporting us in our life-saving mission. Every dollar helps and YOU can make a difference!



GREENVILLE COUNTY ANIMAL CARE AUDIENCE



County Website Exposure:
7 million +
page views



Subscribers:
55,000 +



Followers:
58,000 +



Followers:
14,900 +



Followers:
580 +

2025 TAILS & TRAILS STATS

In 2025, we had a total of 553 participants, along with our vendors and sponsors, raise \$46,557 to help homeless pets at Animal Care. It was an amazing day of fun, fellowship, and charity. We'd like to thank our amazing community for coming out and supporting our largest fundraiser of the year! With your support, YOU help make a difference in the lives of our community's homeless animals, and the families that love them. The pets at Animal Care say a big "THANK YOU" to all the human and dog participants, and to our generous vendors.

WE HOSTED
553 RACERS
AND
200 PUPS

IN TOTAL, WE RAISED
\$46,557
FOR HOMELESS PETS IN OUR COMMUNITY

WE CELEBRATED WITH
15 SPONSORS
AND
20 VENDORS
IN OUR VENDOR VILLAGE

PARTICIPANTS RAN
3.1 MILES
OF SCENIC TRAILS IN CONESTEE PARK

WE CELEBRATED WITH
15 SPONSORS
AND
20 VENDORS
IN OUR VENDOR VILLAGE

2026 SPONSORSHIP OPPORTUNITIES

“TOP DOG”

\$10,000

Exclusive Event Naming Privilege! Your business name becomes part of all event advertising & PR!

Read as “The _____ Trails & Trails 5K benefiting Animal Care”

Includes:

Media & Promotion

- One year kennel sponsorship (dog or cat kennel will contain continuously “sponsored/free” animal. Company logo will be displayed.)
- 5 Featured “Pet of the Day Sponsored by _____” posts on Facebook, Twitter, and Instagram with company’s page tagged and link to company website included
- Animal Care badge (logo) for company website
- Acknowledgement in press release
- Logo displayed on the sponsorship page of greenvillepets.org, as well as on all pages of our Run Sign Up race page; in addition to linking with front page exposure on GreenvilleRec.com and GreenvilleCounty.com
- Acknowledgement in Animal Care and Greenville Rec e-newsletters

On-site and Promotional Material Event Exposure

- Highly visible vendor booth space at event
- Prominent logo display on banner/signage and all advertising
- Banner displayed at event
- Promotional material included in registration packet (must provide material of choice)
- Mentions during announcements at the event
- Logo displayed on front of T-shirt

On-site and Promotional Material Event Exposure

- 20 complimentary race entries
- Adoption event with the Animal Care-A-Van at agreed upon location



2026 SPONSORSHIP OPPORTUNITIES

“TRAILMASTER”

\$5,000

Exclusive Vendor Village Naming Privilege! Your business name becomes part of all event advertising & PR!
Read as “The _____ Trails & Trails Vendor Village”

Includes:

Media & Promotion

- 3 Featured “Pet of the Day Sponsored by _____” posts on Facebook, Twitter, and Instagram with company’s page tagged and link to company website included
- Animal Care badge (logo) for company website
- Acknowledgement in press release
- Logo displayed on the sponsorship page of greenvillepets.org, as well as on all pages of our Run Sign Up race page; in addition to linking with front page exposure on GreenvilleRec.com and GreenvilleCounty.com
- Acknowledgement in Animal Care and Greenville Rec e-newsletters

On-site and Promotional Material Event Exposure

- Highly visible vendor booth space at event
- Large logo display on banner/signage and all advertising
- Banner displayed at event
- Promotional material included in registration packet (must provide material of choice)
- Mentions during announcements at the event
- Large logo displayed on front of T-shirt

On-site and Promotional Material Event Exposure

- 10 complimentary race entries
- Adoption event with the Animal Care-A-Van at agreed upon location



2026 SPONSORSHIP OPPORTUNITIES

“BEST FRIEND”

\$1,000

Includes:

Media & Promotion

- 2 Featured “Pet of the Day Sponsored by _____” posts on Facebook, Twitter, and Instagram with company’s page tagged and link to company website included
- Animal Care badge (logo) for company website
- Acknowledgement in press release
- Logo displayed on the sponsorship page of greenvillepets.org, as well as on all pages of our Run Sign Up race page; in addition to linking with front page exposure on GreenvilleRec.com and GreenvilleCounty.com
- Acknowledgement in Animal Care and Greenville Rec e-newsletters

On-site and Promotional Material Event Exposure

- Highly visible vendor booth space at event
- Medium logo display on banner/signage and all advertising
- Banner displayed at event
- Promotional material included in registration packet (must provide material of choice)
- Mentions during announcements at the event
- Medium logo displayed on front of T-shirt

On-site and Promotional Material Event Exposure

- 5 complimentary race entries



2026 SPONSORSHIP OPPORTUNITIES

“TAILWAGGER”

\$500

Includes:

Media & Promotion

- 1 Featured “Pet of the Day Sponsored by _____” post on Facebook, Twitter, and Instagram with company’s page tagged and link to company website included
- Logo displayed on the sponsorship page of greenvillepets.org, as well as on all pages of our Run Sign Up race pages; in addition to linking with front page exposure on greenvillerec.com and greenvillecounty.com
- Acknowledgement in Animal Care and Greenville Rec newsletters

On-site and Promotional Material Event Exposure

- Highly visible vendor booth space at event
- Small logo display on banner/signage and all advertising
- Promotional material included in registration packet (must provide material of choice)
- Mentions during announcements at the event
- Small logo displayed on back of race T-shirt



2026 VENDOR OPPORTUNITIES

BECOME A VENDOR

\$75

Show your audience your compassion for animals while gaining exposure to an exclusive local audience by sponsoring Greenville County Animal Care's 10th annual charity run/walk to benefit homeless animals.

Includes:

- 1 10x10 space in our Vendor Village
 - 1 Table
 - 2 Chairs
 - Electricity upon request
- *we ask that vendors provide their own tent

For more information about becoming a vendor at Tails & Trails, please contact Andrea Espinosa at aespinosa@greenvillecounty.org OR (864) 535-2148.



2026 VOLUNTEER OPPORTUNITIES

VOLUNTEER

- Individuals from your organization support in race logistics
- Treat this as a staff development outing for your company!
- All volunteers receive a staff shirt along with free snacks and drinks throughout the weekend while working
- Volunteer groups also receive PA announcements & can be included in digital athlete bags, if desired



Tails & Trails 5K Walk/Run Sponsorship Opportunities

Event Description: Show your customers your compassion for animals while gaining exposure to an exclusive local audience by sponsoring Greenville County Animal Care's second annual charity run to benefit homeless animals. Event will take place on **May 9, 2026** at Conestee Park. Tails & Trails is a 5K run/walk geared toward dog owners, animal lovers and athletes of all ages. After the race, vendors and our announcer/DJ will entertain runners until awards are presented. Learn more at www.greenvillepets.org.

Sponsorship Level	Top Dog	Trail Master	Best Friend	Tailwagger
	\$10,000	\$3,000	\$1,000	\$500
Media & Promotion				
Exclusive Tournament Naming Privilege	x			
One year kennel sponsorship (dog or cat kennel will contain continuously "sponsored" (free) animal. Company logo will be displayed.)	x			
Featured "Pet of the Day Sponsored By _____" post on Facebook, Twitter and Instagram with company's page tagged and link to company web site included	5 posts throughout the year	3 posts	2 posts	1 post
Animal Care badge (logo) for company web site	x	x	x	
Acknowledgement in press release	x	x	x	
Logo displayed on the sponsorship page of greenvillepets.org , linked with front page exposure on greenvillerec.com and greenvillegreenvillecounty.org .	x	x	x	x
Acknowledgement in Animal Care and Greenville Rec e-newsletters	x	x	x	x
On-site and Promotional Material Event Exposure				
Tent or booth space at event	x	x	x	x
Logo displayed on banner/signage and all advertising	Prominent	Large	Med.	Small
Banner displayed at event	x	x	x	
Promotional material included in registration packet (must provide material of choice)	x	x	x	x
Mentions during announcements at the event	x	x	x	x
Logo Displayed on T-shirt	Front of shirt	Large logo	Med. logo	Small logo
Additional Benefits				
Complimentary Race Entries	20	10	5	2
Office Puppy Party	x	x	x	

If you're interested in becoming a vendor for a \$50 fee, please contact Paula Church for more information: (654) 467-3986 or petpr@greenvillegreenvillecounty.org