



Sponsorship Opportunities & Benefits

The Fast & The Furriest® 2017

June 3, 2017



*A City of Rochester and
Verona Street Animal Society Event
Benefitting Rochester Animal Services*

Presenting Sponsor - \$10,000

1 available

- Exclusive naming for The Fast & The Furriest® 2017
- Company recognition in all print and media promotions
- All acknowledgements will read “The Fast & The Furriest®” presented by <YOUR COMPANY>

Prior to Event	Day of Event	Post Event
<ul style="list-style-type: none"> ○ Regular Facebook notifications by VSAS with your company name ○ Regular recognition via Twitter ○ XXL ad in VSAS email blast ○ XXL logo on event poster ○ XXL logo and link to sponsor website from VSAS website ○ XXL logo and link included in special edition of F&F email blast 	<ul style="list-style-type: none"> ○ Full recognition at event, including check presentation ○ Company-provided backdrop to be displayed at event ○ XXL logo on event program ○ XXL logo on T-shirt back ○ XXL logo on sponsor banner ○ XXL logo on mile markers ○ Exclusive logo placement on signage at play area, bounce house, hospitality area and pet contest ○ Twitter recognition ○ Opportunity to include information/product in race bag ○ 10x20 Sponsor Booth at event (table and chairs provided) ○ 10 complimentary registrations for 5k, 10k or walk 	<ul style="list-style-type: none"> ○ Post-event recognition in VSAS email newsletter ○ Post-event recognition in e-blast ○ All acknowledgements will read, “The Fast & The Furriest®,” presented by <YOUR COMPANY>

Big Dog Sponsor - \$5,000

3 available

Prior to Event	Day of Event	Post Event
<ul style="list-style-type: none"> ○ Five Facebook notifications by VSAS with your company name ○ Five tweets via Twitter ○ XL ad in VSAS email blast ○ XL logo on event poster ○ XL logo and link to sponsor website from VSAS website ○ XL logo and link included in special edition of F&F email blast 	<ul style="list-style-type: none"> ○ Verbal recognition at event ○ Company provided banner to be displayed at event ○ XL logo on event program ○ XL logo on T-shirt back ○ XL logo on sponsor banner ○ XL logo on mile markers ○ Opportunity to include information/product in race bag ○ 10x10 Sponsor Booth at event (table and chairs provided) ○ 5 complimentary registrations for 5k, 10k or walk 	<ul style="list-style-type: none"> ○ Post-event recognition in VSAS email newsletter ○ Post-event recognition in e-blast



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T-Shirt Sponsor - \$4,000

1 available

Prior to Event	Day of Event	Post Event
<ul style="list-style-type: none"> ○ Large ad in VSAS email blast ○ Large logo on event poster ○ Large logo and link to sponsor website from VSAS website ○ Large logo and link included in special edition of F&F email blast 	<ul style="list-style-type: none"> ○ Verbal recognition at event ○ Large logo on event program ○ Company provided banner to be displayed at event ○ Name/logo on T-shirt sleeve ○ Large logo on T-shirt back ○ Large logo on sponsor banner ○ Large logo on mile markers ○ Opportunity to include information/product in race bag ○ 10x10 Sponsor Booth at event (table and chairs provided) 	<ul style="list-style-type: none"> ○ Post-event recognition in VSAS email newsletter ○ Post-event recognition in e-blast

Tent Sponsor - \$3,000

1 available

Prior to Event	Day of Event	Post Event
<ul style="list-style-type: none"> ○ Ad in VSAS email blast ○ Large logo on event poster ○ Large logo and link to sponsor website from VSAS website ○ Large logo and link included in special edition of F&F email blast 	<ul style="list-style-type: none"> ○ Verbal recognition at event ○ Company logo on sign at tent ○ Large logo on event program ○ Large logo on T-shirt back ○ Large logo on sponsor banner ○ Large logo on mile markers ○ Opportunity to include information/product in race bag ○ 10x10 Sponsor Booth at event (table and chairs provided) 	<ul style="list-style-type: none"> ○ Post-event recognition in VSAS email newsletter ○ Post-event recognition in e-blast

Race Awards Sponsor - \$3,000

1 available

Prior to Event	Day of Event	Post Event
<ul style="list-style-type: none"> ○ Ad in VSAS email blast ○ Large logo on event poster ○ Large logo and link to sponsor website from VSAS website ○ Large logo and link included in special edition of F&F email blast 	<ul style="list-style-type: none"> ○ Verbal recognition at event, including presentation of prizes to top finishers ○ Large logo on event program ○ Large logo on T-shirt back ○ Large logo on sponsor banner ○ Large logo on mile markers ○ Opportunity to include information/product in race bag ○ 10x10 Sponsor Booth at event (table and chairs provided) 	<ul style="list-style-type: none"> ○ Post-event recognition in VSAS email newsletter ○ Post-event recognition in e-blast



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Forever Home Sponsor - \$1,000

Many available

Prior to Event	Day of Event	Post Event
<ul style="list-style-type: none"> ○ Medium logo and link to sponsor website from VSAS website ○ Medium logo and link included in special edition of F&F email blast 	<ul style="list-style-type: none"> ○ Company logo on Dog T-shirt of shelter dog walked during the event ○ Medium logo on event program ○ Medium logo on T-shirt back ○ Medium logo on sponsor banner ○ Opportunity to include information/product in race bag ○ 10x10 Sponsor Booth at event (responsible for own table and chairs) 	<ul style="list-style-type: none"> ○ Post-event recognition in VSAS email newsletter ○ Post-event recognition in e-blast

Working Dog Sponsor - \$500

Many available

Prior to Event	Day of Event	Post Event
<ul style="list-style-type: none"> ○ Small logo and link to sponsor website from VSAS website ○ Small logo and link included in special edition of F&F email blast 	<ul style="list-style-type: none"> ○ Small logo on T-shirt back ○ Small logo on event program ○ Small logo on sponsor banner ○ Opportunity to include information/product in race bag ○ 10x10 Sponsor Booth at event (responsible for own table and chairs) 	<ul style="list-style-type: none"> ○ Post-event recognition in VSAS email newsletter ○ Post-event recognition in e-blast

Shelter Friend Sponsor - \$250

Many available

Prior to Event	Day of Event	Post Event
<ul style="list-style-type: none"> ○ Line listing on VSAS website ○ Line listing included in special edition of F&F email blast 	<ul style="list-style-type: none"> ○ Line listing on T-shirt back ○ Line listing on event program ○ Line listing on sponsor banner ○ Opportunity to include information/product in race bag ○ 10x10 Sponsor Booth available at 50% discount (responsible for own table and chairs) 	<ul style="list-style-type: none"> ○ Post-event recognition in VSAS email newsletter ○ Post-event recognition in e-blast



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Foster Friend Sponsor - \$100

Many available

Prior to Event	Day of Event	Post Event
<ul style="list-style-type: none">○ Line listing on VSAS website○ Line listing included in special edition of F&F email blast	<ul style="list-style-type: none">○ Opportunity to include information/product in race bag	<ul style="list-style-type: none">○ Post-event recognition in VSAS email newsletter



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Sponsor Information

Individual/Business Name _____

Contact Name (if business) _____ Phone _____

Address _____ City _____ State _____ Zip _____

Email _____

Sponsorship Details (please check appropriate level)

- Financial**
- Presenting \$10,000
 - Tent \$3,200
 - Working Dog \$500
 - Big Dog \$5,000
 - Race Awards \$3,000
 - Shelter Friend \$250
 - T-shirt \$4,000
 - Forever Home \$1,000
 - Foster Friend \$100

- Other Support**
- In-kind (describe) _____
 - Refreshments (describe) _____
 - Volunteers for event (describe) _____

Sponsor Requirements (if participating in sponsor/vendor tent)

Will you require a space in our exhibitor tent? Yes No

Do you need electricity? Yes No

Will you be placing promotional materials in the race/walk bags? Yes No

Pledge Payment

My check, payable to Verona Street Animal Society, is enclosed

Please bill me

Please charge my credit card MC VISA AmEx Discover

Name on Card#: _____ CVC code: _____

Card #: _____ Exp date: _____

Terms and Conditions

I have read, understood and agree to be bound by terms and conditions on page 2 as a condition of sponsorship.



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Signature

Date

All Sponsors of The Fast & The Furriest® 2017 (“the Event”) agree to the following terms and conditions:

- Sponsorship form and payment of fee (if providing financial support) must be received by February 10, 2017 for inclusion of your name or business on the program.
- Sponsorship form and payment of fee (if providing financial support) must be received by March 3, 2017 for inclusion of your name or business on all other printed promotional materials. Sponsorship payments are non-refundable.
- Sponsor shall receive the sponsorship benefits set forth on the Sponsorship Recognition Plan corresponding to the level of sponsorship selected. Sponsor agrees that these sponsorship benefits constitute good and valuable consideration for its sponsorship fees.
- The Event will be held rain or shine. In the event that the Event does not take place, Sponsor’s sponsorship fee as set forth above shall be treated as a tax-deductible donation to the Verona Street Animal Society, hereinafter “VSAS”, and will not be refunded.
- Sponsors who are participating in the Event will receive an email no later than Tuesday, May 30, 2017 confirming Sponsor’s space assignment at the Event. Sponsor will accept space assigned. Should Sponsors require additional information or have questions about their space assignment, please contact us at VSASinc@gmail.com.
- Sponsors who are participating in the Event will receive set-up and break-down instructions via e-mail several weeks prior to event. For special needs and/or requests, please contact us at VSASinc@gmail.com by Tuesday, May 12, 2017.
- Sponsors agree that any information provided by VSAS or the City of Rochester, hereinafter “City”, in regards to the Event is considered confidential, and therefore under no circumstances will a Sponsor disclose any information, written and/or spoken, to other Sponsors.
- VSAS and the City are not responsible for any damage to or loss of Sponsor’s goods or property during the Event.
- Sponsors agree not to bring personal pets to the Event. Sponsors agree not to sell or give away animals at the Event.
- Sponsors are not permitted to solicit donations for their organization, or any other organization, besides the VSAS or the City at the Event.
- VSAS and the City do not guarantee any profits or revenues based on Sponsor’s participation in the Event.
- VSAS and the City do not guarantee category exclusivity for Sponsors at the Event.