



# Sponsorship Proposal

The Fast and the Furry is the Twin Cities' premier outdoor pet-friendly event and the largest dog friendly running race in the state of Minnesota!

Held on Harriet Island in Saint Paul, May 19th, 2018, will mark the 7th annual event welcoming pet owners and their pups to participate in 8K or 5K timed runs or a 5K walk. The event has also strengthened its connection with Minnesota charity, People and Pets Together, who will directly benefit from the event proceeds. All participants are encouraged to fundraise for any Minnesota Animal Charity and in 2018 we will cross the \$100,000 mark for total fundraising!

In addition to the races, the Fast and the Furry will again feature a free Pet Expo. Marketed as another reason for pet owners and the general public to attend and interact with the sponsors and exhibitors.

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**DATE:** Saturday, May 19<sup>th</sup>, 2018

**LOCATION:** Harriet Island, St. Paul, MN

**EVENTS:** 8K Run Race, 5K Run Race, 5K Walk and Pet Expo

**HUMAN PARTICIPANTS:** 450

**VOLUNTEERS:** 30+

**K9 PARTICIPANTS:** 250+

**SPECTATORS & ATTENDEES:** 150+

**RACE WEBSITE:** <http://www.fastandthefurry.com>

 **FACEBOOK:** 910+ Likes

**WEBSITE STATISTICS:**

- In the 5 months leading up to the 2017 event, the website had over 1,300 unique visitors with over 5,000 page views.

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After reviewing the enclosed information, please feel free to contact Kris Kuhn at [kris@uptemporaces.com](mailto:kris@uptemporaces.com) to register as a sponsor or to ask further questions about this unique marketing opportunity!

## 2018 Fast and the Furry Sponsorship Opportunities\*

	<b>"TOP DOG" PRESENTING SPONSOR: \$ 7500</b>	<b>"WORKING DOG" GOLD SPONSORS: \$2000</b>	<b>CUSTOM PROGRAM PAW-TNERS: \$500</b>	<b>"COMPANION DOG" CONTRIBUTING SPONSORS: \$250.00</b>
Exclusivity in business category over all sponsors and vendors	X			
Accompany event logo in all appearances with "Presented by"	X			
Mention in any media alerts, press releases and interviews	X			
Logo on all event posters, flyers and e-newsletters	X	X		
Complimentary run/walk entries	5	2		
Finish Chute Signage	X	X		
Logo on Participant Shirt	X	X	X	
Expo booth space at the event	10' x 20'	10' x 20'	10' x 10'	10' x 10'
Promotion on Facebook page	X	X	X	
Coupon/Offer Distribution	Exclusive E-Blast & Race Bag insert	Exclusive E-Blast & Race Bag insert	Newsletter Feature & Race Bag insert	Race Bag insert
Listing on event website	Logo Link - Large	Logo Link - Medium	Logo Link - Small	Text Link

*\*Customizations of sponsorships can be agreed upon to allow for specific involvement in the event and/or business promotion.*

*\*Early engagement recommended for most exposure and to avoid conflict with agreements that may already have been signed.*

Please contact Kris Kuhn at [kris@uptemporaces.com](mailto:kris@uptemporaces.com) to begin your sponsorship or to ask further questions about this unique opportunity!