

THE **FAST** &  
THE **FURRIEST**

**5K**












































BENEFITING THE  
**Humane Society**  
of Memphis & Shelby County

# SPONSORSHIP OPPORTUNITIES

SATURDAY, MARCH 16 | 935 FARM ROAD, MEMPHIS  
[WWW.MEMPHISHUMANE.ORG](http://WWW.MEMPHISHUMANE.ORG)

# SPONSORSHIPS AT A GLANCE

		PLATINUM PAW \$10,000	GOLD PAW \$5,000	SILVER PAW \$2,500	FRIENDS OF FAST & FURRIEST \$500	WAG BAGS \$250
<b>Marketing</b>	<b>Participant Packet Pick-Up at Desired Locations</b> 3 packet pick up locations to drive traffic to your brand					
	<b>Promotion during HSMSC Media Spots</b> Mentioned as Platinum Sponsor during all weekly TV & radio spots					
	<b>Recognition on Print Advertising</b> 100 posters and handheld event flyers at all approved locations	 LARGE LOGO	 SMALL LOGO			
	<b>Recognition on HSMSC Website</b> Company logo with link on multiple pages	 LARGE LOGO	 SMALL LOGO	 NAME ONLY		
	<b>Social Media Advertising</b> 143,000 Facebook, 9,000 Instagram, 3,000 Twitter	 2 MONTH-LONG ADS	 1 MONTH-LONG AD	 BOOSTED POST		
	<b>E-Blast to over 22,000 contacts</b> Number of campaigns vary by level	 3 E-BLASTS	 1 E-BLAST	 1 E-BLAST		
<b>Race Day</b>	<b>Officiate Race Start</b> Ability to address participants do kick off the race					
	<b>Logo on Runner Bibs</b> Logo size varies by level	 LARGE LOGO	 SMALL LOGO			
	<b>Logo on Mile Markers</b> Recognition size varies by level	 LARGE LOGO	 SMALL LOGO			
	<b>Logo on Race Start/Finish Line Banner</b> Recognition size varies by level	 LARGE LOGO	 SMALL LOGO	 NAME ONLY		
	<b>Recognition on 2019 Race T-Shirt</b> Recognition size varies by level	 LARGE LOGO	 SMALL LOGO	 NAME ONLY		
	<b>Public Announcement on Race Day</b> Number of times varies by level	 5 TIMES	 3 TIMES	 1 TIME		
	<b>Complimentary Entries &amp; VIP Parking</b> Number of entries and parking location varies by level	 30 ENTRIES	 20 ENTRIES	 10 ENTRIES		
	<b>Complimentary Vendor Space</b> Proximity to stage vaies by level					
	<b>Wag Bag Opportunity</b> Include marketing material in approximately 1,000 bags					
<b>Post</b>	<b>2020 First Right of Refusal</b> Option to repeat same sponsor level					
	<b>Yappy Hour &amp; Snuggle Visit</b> Choice of Yappy Hour at HSMSC or Snuggle Visit at desired location	