



Sponsorship Opportunities

K-9s Against Cancer

5K/ 1 Mi. Fun Run

September 12, 2010

Stapleton's Central Park



Did you know?

- 🐾 **One in four** dogs will die of cancer.
- 🐾 Cancer is the **number one killer** of our canine friends, and accounts for half the deaths of dogs age 10 +.
- 🐾 One of the nation's premier cancer research and treatment centers is in ***our own back yard.***





K-9s Against Cancer Overview



- 🐾 5K fun run/1 mile walk taking place on **Sunday, September 12^h** at **Stapleton's Central Park**
- 🐾 Open to humans *and* their canine companions
- 🐾 Family-oriented day of festivities featuring music, food, exhibits, giveaways and demonstrations
- 🐾 Net proceeds will be split among The Bow Wow Buddies Foundation and CSU's Animal Cancer Center, with a portion going to Foothills Animal Shelter





About the Beneficiaries


The Bow Wow Buddies Foundation

-  The non-profit arm of Camp Bow Wow, ® the nation's premier doggy day and overnight camp franchise
-  Mission is to promote the health and welfare of dogs world wide by focusing on the three H's: Home, Health and Humane

CSU Animal Cancer Center

-  Preeminent cancer center for animals offering the latest in diagnostics and treatment for all kinds of cancer in companion animals

Foothills Animal Shelter








-  One of the largest animal shelters in metro area- taking 10,000 animals each year.





Why Sponsor K-9s Against Cancer?

Benefits to your business and your community

-  Alignment with a philanthropic cause that your customers care about: canine cancer research and treatment
-  Expose your business to 500 local dog lovers, most of whom will spare no expense when it comes to their pet (even in this economy)!
-  Enjoy media coverage and benefit from negotiated media partnerships
-  Show your customers that you are a caring company
-  Give back to the community where you live and work
-  Cause-based marketing can help your business weather the current economic storm
-  Modest investment compared to the impact you will have and the benefits and exposure you will receive





A 'Paw-sitively' Proven Concept

- 🐾 Inaugural race held October 10, 2009 at Stapleton Central Park in Denver.
- 🐾 Raised over \$12k despite the freezing temperatures and ice storm!





Sponsorship Levels – “Leader of the Pack” - \$2,500

- 🐾 10x10 booth with prominent location in “Bow Wow Boulevard” expo area
- 🐾 Name, logo and link featured on Bow Wow Buddies and K-9s Race Web sites
- 🐾 Opportunity to provide product samples, literature or giveaway to attendees (quantity: 500)
- 🐾 Logo inclusion on*:
 - 🐾 T-shirts (quantity: 500)
 - 🐾 Posters (quantity: 250)
 - 🐾 Postcards (quantity: 5,000)
 - 🐾 Tri-fold brochures/ registration forms (quantity: 1,000)
- 🐾 Name inclusion on:
 - 🐾 E-mail race invitations (distribution: 25,000 in Colorado)
 - 🐾 Post-event ‘thank you’ e-mail to participants (distribution: 500)
 - 🐾 Event press release boilerplate and print publication advertisements (when possible)
- 🐾 Verbal acknowledgement from podium at race
- 🐾 Opportunity to provide and display two banners on race course
- 🐾 Speaking opportunity at race kick-off and wrap-up
- 🐾 6 complimentary entries to the race (team of individual)

* Print deadlines apply.





Sponsorship Levels – “Top Dog” - \$1,000

- 🐾 10x10 booth with prominent location in “Bow Wow Boulevard” expo area
- 🐾 Name, logo and link featured on Bow Wow Buddies and K-9s Race Web sites
- 🐾 Opportunity to provide product samples, literature or giveaway to attendees (quantity: 500)
- 🐾 Logo inclusion on*:
 - 🐾 T-shirts (quantity: 500)
 - 🐾 Posters (quantity: 250)
- 🐾 Name inclusion on:
 - 🐾 Postcards (quantity: 5,000)*
 - 🐾 Tri-fold brochures/ registration forms (quantity: 1,000)*
 - 🐾 Post-event ‘thank you’ e-mail to participants (distribution: 500)
 - 🐾 Event press release boilerplate and print publication advertisements (when possible)
- 🐾 Verbal acknowledgement from podium at race
- 🐾 Opportunity to provide and display one banner on the race course
- 🐾 4 complimentary entries to the race (team of individual)

* Print deadlines apply.



Sponsorship Levels – “Caring Canine” - \$500

- 🐾 10x10 booth in “Bow Wow Boulevard” expo area
- 🐾 Name, logo and link featured on Bow Wow Buddies and K-9s Race Web sites
- 🐾 Logo inclusion on*:
 - 🐾 T-shirts (quantity: 500)
- 🐾 Name inclusion on:
 - 🐾 Post-event ‘thank you’ e-mail to participants (distribution: 500)
 - 🐾 Event press release boilerplate
- 🐾 2 complimentary entries to the race (team of individual)

* *Print deadlines apply.*





Sponsorship Levels – Other Ways to Participate

- 🐾 **In-kind product donations** (food, water, sports drinks, prizes for: top fundraising individuals and teams) – *value and benefits will vary*
- 🐾 **Bow Wow Boulevard exhibitor** (\$100) first come, first serve – bring your own table, chairs, tent, etc.





Thanks for Lending a Paw for the Cure!

 **Interested? Questions? Please contact:**

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 **For more information about the beneficiaries, please visit:**

 www.bowwowbuddies.com

 www.csuanimalcancercenter.org

 www.foothillsanimalshelter.org

