



HUMANE TOMORROW

Respect • Responsibility • Compassion

Dear Friends,

Humane Tomorrow invites you to celebrate life with dogs at our annual Fido Fest on Saturday, March 31, 2018, at Westchester Park in Flower Mound! Fido Fest 2018 will begin with a dog walk, followed by a day of demonstrations, activities, vendors, concessions, contests, and games for both dogs and their people. This fun-filled day is *the* social event of the year for dog-loving residents of Flower Mound and surrounding cities, and we have a vision to make it bigger, with more activities and attendees, over the next few years. We hope you will join us in reaching our vision!

Since 1997, Humane Tomorrow has changed the lives of thousands of homeless, abused, and unwanted animals by providing spay/neuter programs, adoption opportunities, and education to the public about animal welfare.

We ask you to support Fido Fest by becoming a sponsor! Proceeds from Fido Fest 2018 will help support these critical initiatives:

- The Mercy Fund, established in 1998 to allow us to help animals with injuries or illnesses whose cost far exceeds their adoption fees.
- Our Capital Fund, to reach our long-term goal of creating a center for adoption, rehabilitation, and education for people and animals.
- Love on Wheels, our dog relocation program that has saved over 2,000 dogs in three years, sending them from Texas shelters to partner shelters in the northeast.

Fido Fest offers a unique opportunity to promote your business and show your support of animals in your community. Sponsors are included in our marketing campaign which reaches the community through our website, social media, promotional items, email blasts (reaching thousands of adopters), volunteers and supporters, ads in local newspapers, and posters at local businesses.

Please see the sponsor and vendor opportunities available on the following page. We will be glad to answer any questions or provide additional information.

Thank you for your participation in Fido Fest 2018!

Sincerely,

Humane Tomorrow
fidofest@humanetomorrow.org
972-691-PETS (7387)

SPONSORSHIP OPPORTUNITIES

Included in your sponsorship of Fido Fest 2018 is the opportunity, at no additional charge, to set up an exhibition table at the event and to include your company's promotional materials in the event goodie bags. There, you can showcase your business and meet the hundreds of individuals and families who attend this event!

Your Name: _____ Phone: _____

Company Name: _____

Address: _____ Website: _____

City, State, Zip _____ Email: _____

- **\$2500** ~ Be the official co-sponsor of Fido Fest 2018! One company may position itself as the **Alpha Dog Sponsor**, featuring top billing with Humane Tomorrow at every opportunity, including headline sponsor billing on all digital and traditional advertising (including posters and social media); premier logo placement on t-shirts, event program, and web site. Up to 20 representatives from your company may participate in the walk free of charge.
- **\$1000** ~ Companies may be featured as **Top Dog Sponsors**, with major recognition in all digital and traditional advertising, t-shirts, programs, and web site. A team of up to ten people may participate in the walk free of charge.
- **\$500** ~ **Best Friend Sponsor**, featuring a medium logo on promotional materials, t-shirts, and web site. Five people representing your company may participate in the walk free of charge.
- **\$250** ~ **Tail Wagger Sponsors** will have a small logo placement on promotional materials, t-shirts, and web site. Two people representing your company may participate in the walk free of charge.
- **\$150** ~ **Canine Companion Sponsors** will be recognized (no logo) on promotional materials, t-shirts, and web site .
- **\$100** ~ Exhibit space at event only (no promotion in goodie bag).

Other Donation Opportunities - contact us at fidofest@humanetomorrow.org for information on providing the following services for sponsorship recognition:

T-shirt and bandana sponsors – provide t-shirts and/or bandanas (200)

Goodie bag sponsor – provide attendee goodie bags with your logo

Event photographer

Advertising sponsors

Waste Management

Prizes or gifts for raffle baskets

Logos must be sent electronically to fidofest@humanetomorrow.org in **vector** format no later than January 31, 2018 to be included on t-shirts. JPG format logos are acceptable for all other advertising.

Please make checks payable to Humane Tomorrow, 1601 Arrowhead Drive, Flower Mound, TX 75028. For further information, you may contact us at 972-691-PETS (7387) or fidofest@humanetomorrow.org.

A letter of receipt will be mailed to you to confirm your sponsorship donation. Humane Tomorrow is a 501(c)3 organization. All contributions are tax-deductible as provided by law.