

# **SPONSORSHIP BENEFITS FOR:**



**JULY 21, 2012**

**OTSININGO PARK**

	<b>PRESS, MEDIA, PRINT, AND OUTDOOR ADVERTISING</b>	<b>WEBSITE AND ELECTRONIC COMMUNICATION</b>	<b>PROGRAM BOOK</b>	<b>DAY OF EVENT</b>	<b>DIRECT MAIL</b>
<b>TOP DOG \$7,500</b> (Presenting Sponsor)	<ul style="list-style-type: none"> <li>• Acknowledgement in all publicity</li> <li>• Acknowledgement on 85 radio commercials</li> <li>• Acknowledgement on all PSAs</li> <li>• Logo on all print advertisements w/ "Cover Page" status</li> <li>• Logo on walkway banner in DT Binghamton</li> </ul>	<ul style="list-style-type: none"> <li>• Logo with link on event website, STAP website</li> <li>• Logo with link on radio station</li> </ul>	<ul style="list-style-type: none"> <li>• Full-page color back cover ad, featured on front cover</li> </ul>	<ul style="list-style-type: none"> <li>• Banner at venue</li> <li>• Employee volunteer opportunities</li> <li>• Logo on t-shirts</li> <li>• Speaking opportunity</li> <li>• Special recognition</li> <li>• Special table at venue</li> </ul>	<ul style="list-style-type: none"> <li>• Acknowledgement in <i>Positive Focus</i> newsletter</li> </ul>
<b>BEST IN SHOW \$5,000</b>	<ul style="list-style-type: none"> <li>• Acknowledgement in all publicity</li> <li>• Acknowledgement on radio stations</li> <li>• Acknowledgement on PSAs</li> <li>• Logo on all print advertisements</li> </ul>	<ul style="list-style-type: none"> <li>• Logo with link on event website, STAP website</li> </ul>	<ul style="list-style-type: none"> <li>• Full-page color ad</li> </ul>	<ul style="list-style-type: none"> <li>• Banner at venue</li> <li>• Employee volunteer opportunities</li> <li>• Logo on t-shirts</li> <li>• Speaking opportunity</li> <li>• Special recognition</li> <li>• Special table at venue</li> </ul>	<ul style="list-style-type: none"> <li>• Acknowledgement in <i>Positive Focus</i> newsletter</li> </ul>
<b>BEST OF GROUP \$2,500</b>	<ul style="list-style-type: none"> <li>• Logo on select print advertisements</li> </ul>	<ul style="list-style-type: none"> <li>• Logo on event website</li> </ul>	<ul style="list-style-type: none"> <li>• Full-page color ad</li> </ul>	<ul style="list-style-type: none"> <li>• Banner at venue</li> <li>• Employee volunteer opportunities</li> <li>• Logo on t-shirts</li> <li>• Special recognition</li> <li>• Special table at venue</li> </ul>	<ul style="list-style-type: none"> <li>• Acknowledgement in <i>Positive Focus</i> newsletter</li> </ul>
<b>BEST OF BREED \$1,000</b>		<ul style="list-style-type: none"> <li>• Logo on event website</li> </ul>	<ul style="list-style-type: none"> <li>• Full-page color ad</li> </ul>	<ul style="list-style-type: none"> <li>• Special recognition</li> <li>• Logo on t-shirts</li> </ul>	
<b>DOGGY WATER STOP \$500</b> (Water Stop)			<ul style="list-style-type: none"> <li>• Full-page color ad</li> </ul>	<ul style="list-style-type: none"> <li>• Sign with logo or slogan at designated water stop w/ "Host" status</li> <li>• Special recognition</li> <li>• Logo on t-shirt</li> </ul>	
<b>DOGGY GAMES \$500</b> (Game Sponsor)			<ul style="list-style-type: none"> <li>• Full-page color ad</li> </ul>	<ul style="list-style-type: none"> <li>• Sign with logo or slogan at designated game location w/ "Host" status</li> <li>• Special recognition</li> <li>• Logo on t-shirt</li> </ul>	
<b>PUP-TASTIC \$40, \$75, \$125</b> (Program Book Sponsor)			<ul style="list-style-type: none"> <li>• Quarter-page, half-page, or full-page color ad</li> </ul>		

**OTHER TYPES OF SPONSORS**

**\*\*\*IN KIND DONATION\*\*\***

**PUPPY CHOW**

(Food sponsor)

- Full-page color ad in program book
- Special recognition on day of event
  - Logo on t-shirts at event

**FOUR-LEGGED FRIEND**

(Raffle and/or goodie bag sponsor)

- Full-page color ad in program book
- Special recognition on day of event
  - Logo on t-shirts at event

**WALKWAY BANNER TO BE FEATURED IN DOWNTOWN BINGHAMTON: (WATER ST. & STATE ST.)**

**dog gone**  **fun on the run**

**Fundraising Walk/Run**  
**July 21st**  
11am @ otsiningo park  
[www.doggonefunontherun.org](http://www.doggonefunontherun.org)

SPONSORED BY  
Area For  
Sponsor's Name  
Or Logo

**DOGGY WATER STOP SIGN: (24X 18)**

**DOGGY Water Stop**

SPONSORED BY

Area For  
Sponsor's Name  
Or Logo



**DOGGY GAMES SIGN:(96 X 48)**

**dog gone**  **fun on the run**

**doggy games** 

SPONSORED BY  
Area For  
Sponsor's Name  
Or Logo