

PRESENTED BY SPONSOR NAME



# **HOT DOG RUN SPONSORSHIP PACKAGES 2024**



## CALLING ALL **PET HEROES** AKA **SPONSORS!**

Midland Humane Coalition is excited to bring to life an electrifying race for a worthy cause... the **10th Annual Hot Dog Run (5K and 1 Mile Run/Walk)!**

**Join us** as a sponsor and gear up for a heart-pounding, fun-packed Cinco de Mayo themed event on **May 4th, 2024** at Midland College.



### **What is HOT DOG RUN?**

**Hot Dog Run** is Midland's favorite dog-friendly race that allows participants to run/walk (or fly) with their four-legged sidekicks! People and pets of all ages and breeds come together each year for a fun event to help save the lives of Midland's homeless cats & dogs.

On its 9th year, **Hot Dog Run** has been gaining momentum since it started in 2015, averaging 350-400 participants (and their dogs). **Hot Dog Run** is an important fundraiser for Midland Humane Coalition, helping us rescue our community's homeless pet and give them a second chance. It's also loads of fun! Did we mention we have a superhero theme this year?

### **Who can join/sponsor?**

Everyone can become a Pet Sponsor! Whether one is a seasoned runner, an avid dog walker, a pet lover, a rescue advocate, running solo or part of a pack (kids and families are welcome), **Hot Dog Run** is for everyone! If you're a pet lover or business owner who wants to show- case your support and love for pets in the community -- come and join us on May 4th at Midland College!

## **What is MHC?**

Midland Humane Coalition (MHC) is a 501(c)(3) nonprofit organization whose mission is to partner with the community of Midland to end euthanasia of animals and to find Furr-Ever Homes for healthy, adoptable cats and dogs. Every year, we rescue, rehabilitate and re-home between 375-450 homeless cats and dogs who would have otherwise been euthanized.



# SPONSORSHIP PACKAGES

SPONSORSHIP BENEFITS	GREAT DANE	LABRADOR	BULLDOG	SHEPHERD	POMERANIAN	HUSKY	RETRIEVER	CHIHUAHUA	POODLE	TERRIER	BOXER
	Title Sponsor	5K Sponsor	1 Mile Sponsor	Race Bib Sponsor	Costume Competition Sponsor	Swag Sponsor	Water Station Sponsor	Business Sponsor	Individual Sponsor	Individual Sponsor	Table Sponsor
	\$10,000	\$6,000	\$6,000	\$4,000	\$4,000	\$3,500	\$2,500	\$1,000	\$500	\$250	\$100
Exclusive?	3	3	3	3	3	3	2	Multiple	Multiple	Multiple	Multiple
Company name on race logo	3										
Logo on Start/Finish Line arch banner	3										
Name on race finisher medals	3										
Logo on medal ribbon		3	3								
Logo on custom race bib				3							
Logo on event signage					3		3				
Logo on prize baskets					3						
Logo on race swag (pet water bottles)						3					
Logo on race t-shirt	3	3	3	3	3	3	3	3			
Logo on outdoor billboard	3	3	3								
Corporate items in race swag bags	3	3	3	3	3	3	3	3			
Guaranteed booth space	3	3	3	3	3	3	3				
Free Race Registrations	10	5	5								
Race Day recognition	3	3	3	3	3	3	3	3			
Logo on all promotional materials	3	3	3	3	3	3	3				
Name mention									3	3	
Social Media	3	3	3	3	3	3	3	3			
MHC Website	3	3	3	3	3	3	3	3	3	3	3
MHC Newsletter (10,000+ subs)	3	3	3	3	3	3	3	3	3	3	3
e-Blast	3	3	3	3	3	3	3	3			
Facebook Ads	3										

## SAMPLE RACE SWAG

\*Not final designs

Male T-Shirt



Front



Back



# GREAT DANE PACKAGE

## TITLE SPONSOR - \$10,000

As the Title Sponsor, your company will be associated with a highly revered running event and will most certainly be the “top dog”. This tier is exclusive to one company and is a guaranteed right to continued sponsorship for the next year.

- Official recognition as TITLE SPONSOR of Hot Dog Run (company name incorporated into race logo)
- Logo on Start/Finish Line arch banner
- Name on race finisher medals
- Logo placement on race T-shirts (front/back)
- Logo/Name printed on all promotional materials: social media, MHC website, MHC newsletter, e-blasts, Facebook ads
- Race day recognition by announcer
- Corporate items in race swag bags
- Guaranteed booth space at the event
- 10 FREE Race Registrations



# LABRADOR PACKAGE

## 5K Race Sponsor – \$6,000

The 5K is a chip-timed race, a favorite among race enthusiasts of all levels - from beginners to seasoned runners. Perfect for those who are trying to beat their “Personal Best”.

This tier is exclusive to one company.

- Official recognition as 5K Race Sponsor
- Name or logo on the ribbon of race finisher medals widely used as keepsakes by runners
- Logo on back of race T-shirts
- Logo/Name on promotional materials: Facebook and Instagram mentions, MHC website, MHC newsletter
- Race day recognition by announcer
- Corporate items in race swag bags
- Guaranteed booth space at the event
- 5 FREE Race Registrations

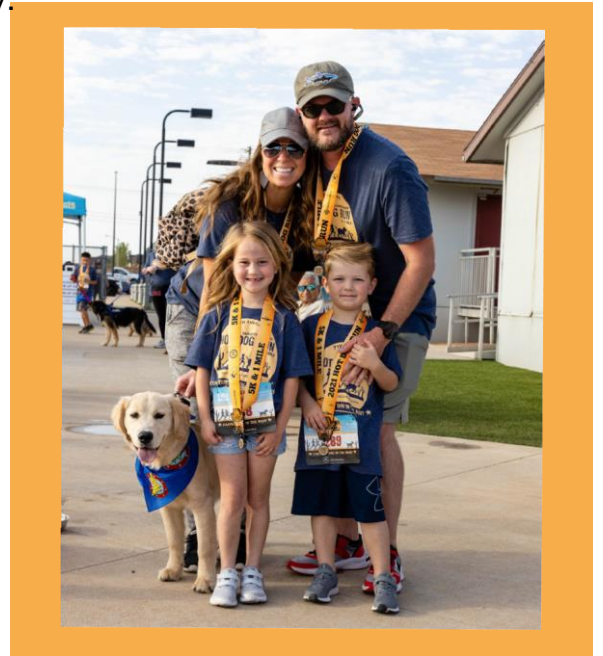


# BULLDOG PACKAGE

## 1 Mile Race Sponsor - \$6,000

1 Mile Run/Walk is a race open to participants of all ages and fitness levels. It's an enjoyable group activity, giving participants an opportunity to get some exercise in while enjoying the outdoors. This tier is exclusive to one company.

- Official recognition as 1 Mile Race Sponsor
- Name or logo on the ribbon of race finisher medals widely used as a keepsake by runners
- Logo on back of race T-shirts
- Logo/Name on promotional materials: Facebook and Instagram mentions, MHC website, MHC newsletter
- Race day recognition by announcer
- Corporate items in race swag bags
- Guaranteed booth space at the event
- 5 FREE Race Registrations



# SHEPHERD PACKAGE

## Race Bib Sponsor - \$4,000

The Custom Race Bib sponsorship provides your company the opportunity to be exclusively printed on the front of each participant's race bib (cherished as a keepsake by runners). This tier is exclusive to one company.

- Logo printed on custom-designed race bibs
- Logo on back of race T-shirts
- Logo/Name on promotional materials: Facebook & Instagram mentions, MHC website & newsletter
- Race day recognition by announcer
- Corporate items in race swag bags
- Guaranteed booth space at the event



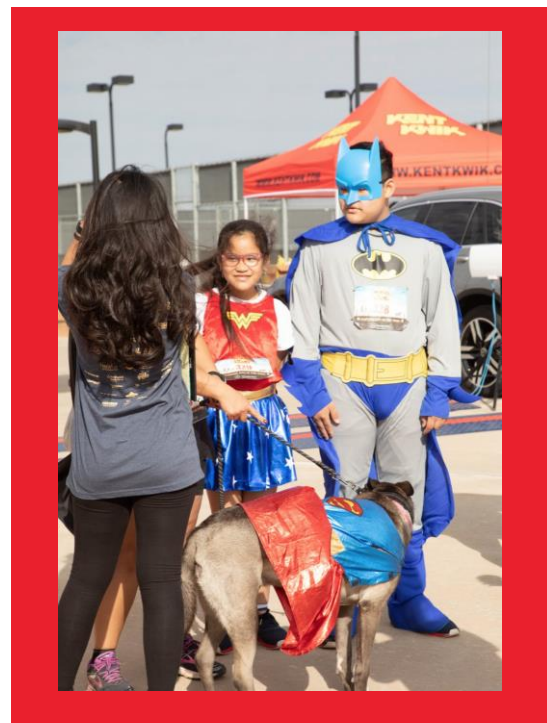


# POMERANIAN PACKAGE

## Costume Competition Sponsor - \$3,000

The Costume Competition is a crowd favorite. This event is open to anyone - people and pets alike! Winners are awarded in three categories: *Best Pet Costume*, *Best Pet Trick*, *Best Pet/Parent Costume Combo*. This tier is exclusive to one company.

- Official recognition as the Costume Competition Sponsor
- Opportunity for company rep to co-emcee the event
- Logo on prize gift baskets
- Logo on event signage
- Logo on back of race T-shirts
- Logo/Name on promotional materials: Facebook and Instagram mentions, MHC website, MHC newsletter
- Race day recognition by announcer
- Corporate items in race swag bags
- Guaranteed booth space at the event

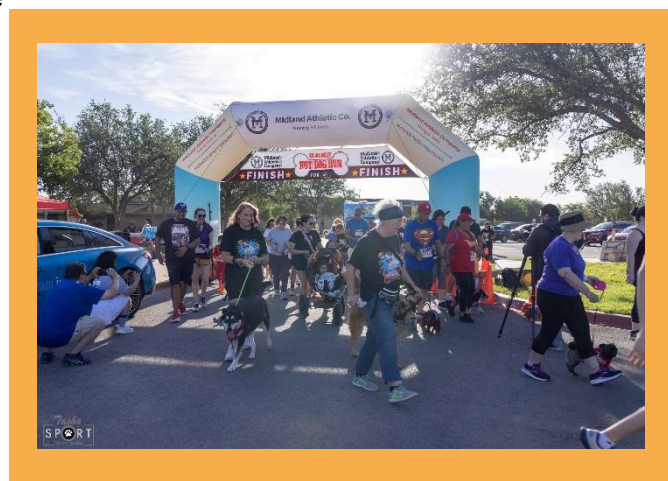


# HUSKY PACKAGE

## Swag Sponsor - \$3,500

As swag sponsor, your logo will be printed and featured prominently on a swag item that will be given away to the first 400 race participants. This tier is exclusive to one company.

- Logo on swag item
- Logo on back of race T-shirts
- Logo/Name on promotional materials: Facebook & Instagram mentions, MHC website, MHC newsletter
- Race day recognition by announcer
- Corporate items in race swag bags
- Guaranteed booth space at the event



**<<PAST YEAR'S SWAG were a hit with pet owners!**





# **POODLE PACKAGE**

## **Individual Sponsor - \$500**

Want to sponsor Hot Dog Run but don't want to run or don't have a business to promote? As an individual sponsor, you can contribute to MHC's cause and help us save precious lives!

- Name mentioned on MHC website & newsletter

# **TERRIER PACKAGE**

## **Individual Sponsor - \$250**

Want to sponsor Hot Dog Run but don't want to run or don't have a business to promote? As an individual sponsor, you can contribute to MHC's cause and help us save precious lives!

- Name mentioned on MHC website

# **SWAG BAG SPONSOR**

Here's a fabulous opportunity to get your product/name out in the swag bags!

## **SWAG BAG SPACE - \$250**

- One item included in race swag bags
- Name mentioned on MHC Website and newsletter

# **BOXER PACKAGE**

## **VENDOR SPACE - \$100**

- Guaranteed booth space at the event (must bring your own table & chairs)
- Race day recognition by announcer
- Name mentioned on MHC website & newsletter, Facebook & Instagram mentions

# **IN-KIND SPONSOR**

If you'd like to make an in-kind contribution for Hot Dog Run, please send us a note below and we will be happy to work with you. Anything is welcome: dog treats, toys, food, beverages, gift baskets, etc.

- Name or logo on MHC website
- Social media mentions

***BE A PET HERO...  
sign up to be a Sponsor!***



**SIGN UP TO BE A PET HERO!**

# COMMITMENT FORM

Please make a selection & complete this form.



- Great Dane Package - \$10,000**
- Bulldog Package - \$6,000**
- Shepherd Package - \$4,000**
- Pomeranian Package - \$4,000**
- Husky Package - \$3,500**
- Chihuahua Package - \$1,000**
- Poodle Package - \$500**
- Terrier Package - \$250**
- Swag Bag Sponsor - \$250**
- Boxer Package - \$100**
- In-Kind Sponsor \_\_\_\_\_**

**Name:** \_\_\_\_\_ **Title:** \_\_\_\_\_

**Company Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_ **City/State/ZIP:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Email:** \_\_\_\_\_

*By signing this form, we are committing to sponsoring **Hot Dog Run** and agreeing to the sponsorship benefits and requirements as stated in the sponsorship package above.*

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

*Please email signed form to [HOTDOGRUN@midlandhumane.org](mailto:HOTDOGRUN@midlandhumane.org)*

*You may pay by check or online. We will contact you with payment instructions & to confirm sponsorship. Thank you!*

*\*Please send vector logo files upon confirmation of your sponsorship*

*\*For swag items, we will notify you on quantity, date/location of dropoff*