



Sponsorship and Vendor Opportunities

May 18, 2019 10 a.m. - 2 p.m.

Community event to benefit





Introduction

The Furry Paws Festival is a collaboration between “*Between the Greens*” magazine (David Permenter) and Upscale Event Productions (Bill and Cecilia Wheeler). The event runs Saturday, May 18th from 10 a.m. to 2 p.m. (rain or shine). This event has the following goals:

- Promote and seek donations for K9s for Warriors
- Provide marketing opportunities for area and national businesses
- Provide a fun, dog-centric day for dogs, owners and dog-lovers
- K9s for Warriors will be on-site for questions and receiving donations
- K9 demonstration by the St. Johns County Sheriff's Department
- Obedience demonstration by a professional dog trainer
- Dog Costume Contest
- Food vendors and food trucks
- ...and more!
- See more information at <http://www.FurryPawsFestival.com>



Demographics

St. Johns County is a vibrant, growing community in Northeast Florida. There are currently over 70,000 active building permits that attest to this growth. In fact, St. John's County, according to the St. Augustine Record, is the 14th fastest growing county in the country boasting a population of over 352,000.

The World Golf Village area of St. Augustine is a family-friendly, affluent area of the county with a higher than average level of discretionary income. The number of veterinary practices, mobile and fixed-based dog grooming facilities, dog-centric bakeries and other canine related services serve to show the commitment and love for man's best friend in this county. Visibility through sponsorship and vending opportunities will provide visibility other opportunities for national and area businesses.



Featured Partners



Media Sponsor





Sponsorships

There are several ways to participate and contribute to this fun, dog-centric event while connecting to prospects, leads and customers:

Platinum Top Dog Sponsor \$3500

- Logo on all advertising
- Logo on event banners
- Prominent 10' x 10' space to display
- Mention on the radio as a sponsor
- Listed in *Between The Greens* magazine as a sponsor
- Logo on event website
- Logo on event social media posts
- Logo on back of event t-shirts



Gold Tail Wagging Sponsor \$2000

- Logo on all advertising
- Logo on all event banners
- Prominent 10' x10' space for display
- Logo on event website
- Logo on social media posts
- Company listed on back of event t-shirt in Gold Tail Wagging Sponsor

Silver Canine Companion Sponsor \$1000

- 6' table display area
- Company listed on event website
- Company listed on back of t-shirt in Silver sponsor
- Company mentioned on social media posts

Barking (Parking) Lot Sponsor \$250

- Company listed on event website
- Company mentioned on social media posts

Furry Pals Sponsor \$250

- Company listed on event website
- Company mentioned on social media posts

Specialty Sponsors:

Registration table \$400 (Covers registration staff, signage, etc.)

- Logo sign on the registration table stating they are the sponsor of the Registration table

SOLD!!! Dashing Dachshund Doggie Race Sponsor \$500 (Covers staff, trophies and ribbons for contest) Thank you Faux Paws St. Augustine!

- Company listed on trophy
- Company announced at race announcements
- Company mentioned on social media
- Company mentioned in article on website as sponsor of this race.

SOLD!!! Doggie Costume Contest \$500 (covers staff, trophies and ribbons for contest) Thank you Roberts Jewelers!

- Company listed on trophy
- Company announced at contest announcements
- Company mentioned on social media
- Company mentioned in article on website as sponsor of this Costume Contest!.



SOLD!!! Photo booth/area \$400 (covers registration staff, signage, etc.)

Thank You USA Energy Savers, LLC!

- Logo sign by the photo booth stating they are the sponsor of the Photo Booth

Furry Paws Festival Vendor opportunities

There are several affordable options to present your business:

- Food Trucks \$100
- 10' x 10' Booth space \$150 ea.

Sponsorship application online at

<http://www.furrypawsfestival.com/sponsors.html>



PROUD SUPPORTER OF



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