



Furry Scurry Sponsorship Levels & Benefits

Saturday, May 7, 2022
Washington Park, Denver, CO

The Dumb Friends League is pleased to offer a range of sponsorship opportunities for our annual Furry Scurry, which is making its celebratory return to Washington Park for an in-person event in 2022! Our largest public fundraiser reaches an estimated 10,000 people and 5,000 dogs with a walk, fun run and family- and pet-friendly activities, all in support of homeless pets.

We are committed to helping our partners reach their goals with mutually beneficial partnerships, and as such, customized sponsorship packages are also available upon request.

To reserve your sponsorship or learn more about sponsorship opportunities, please contact Rebecca Orozco, Corporate Partnership Manager, at 720.241.7085 or rorozco@ddfl.org.

\$50,000 – Presenting Sponsor

All of the benefits listed below at the Platinum, Bronze and Silver levels, plus:

- **Logo Prevalence:** Logo included on all event collateral.
- **Furry Scurry Launch & Thank you Parties:** Logo or company name displayed to participants at the Furry Scurry Launch and Thank You events.
- **Pickup Expo:** Logo included on all related promotions and advertising for the Furry Scurry Pickup Expo held prior to the event.
- **Website Lightbox:** Logo featured in a pop-up lightbox on the Dumb Friends League's website promoting the Furry Scurry.
- **Event Swag:** Twenty complimentary Furry Scurry shirts provided for members of your staff.

\$25,000 – Platinum Sponsor

All of the benefits listed below at the Bronze and Silver levels, plus:

- **Category Exclusivity:** Exclusive sponsoring company within your business category.
- **10x20' Sponsor Booth:** Opportunity to reach participants and attendees on event day via a 10x20' booth in a prime location (booth provided by the Dumb Friends League).
- **Start and Finish Line Archway Banners:** Logo on start and finish line archway banners.
- **E-Communications:** Logo in event emails sent to our house list (63,000+ circulation) as well as segmented emails sent to event participants.
- **Media & PR:** Company name or logo included in PSA announcements, produced commercials, press releases, media alerts and/or other PR materials, as available.
- **Pawcast Mention:** Thank-you message included in an episode of the Dumb Friends League's Pawcast, a podcast which explores topics of interest to animal lovers.
- **Event Swag:** Ten complimentary Furry Scurry shirts provided for members of your staff.



Dumb Friends League®

COMPASSION ALWAYS ♥

\$10,000 – Silver Sponsor

All of the benefits listed below at the Bronze level, plus:

- **10x10' Sponsor Booth:** Opportunity to reach participants and attendees on event day via a 10x10' booth in the main sponsor area (booth provided by the Dumb Friends League).
- **Race Bibs:** Logo printed on all participant race bibs.
- **Pet Tales:** Recognition in an issue of Pet Tales, our quarterly magazine (38,000 circulation).
- **Adoption Packets:** Logo included on a Furry Scurry promotional piece included with shelter pet adoption packets during the month of April (estimated 800-1,000 packets).
- **Event Swag:** Four complimentary Furry Scurry shirts provided for members of your staff.

\$5,000 – Bronze Sponsor

- **10x10' Sponsor Booth:** Opportunity to reach participants and attendees on event day via a 10x10' booth in the main sponsor area (booth provided by the Dumb Friends League).
- **Event Postcard:** Logo on save-the-date postcards mailed in the Denver metro area.
- **Dumb Friends League Website:** Logo on the Event Sponsors page of the Dumb Friends League website, with a link to your website.
- **Furry Scurry Website:** Logo and link on the Sponsor section of the Furry Scurry website.
- **Digital Banner:** Logo on a rotating digital sponsor banner on the Furry Scurry website.
- **Event T-shirts:** Logo included on the back of participant T-shirts.
- **Event Swag:** Two complimentary Furry Scurry shirts provided for members of your staff.

\$2,500 – Route Sponsor

- **10x10' Sponsor Booth:** Opportunity to reach participants and attendees on event day via a 10x10' booth along the walk route (booth provided by the Dumb Friends League). *Spaces along the walk route are limited and filled on a first come, first served basis.*
- **Furry Scurry Website:** Logo and link on the Sponsor section of the Furry Scurry website.