



Virtual Furry Scurry – Sponsorship Levels & Recognition

Official Event Launch: Saturday, May 1, 2021
(Participants can walk or run throughout the month of May)

Walk, run, hike...or scurry—to help homeless pets at the Furry Scurry, the Dumb Friends League's signature fundraising event. Colorado's favorite annual dog walk is virtual, so participants can walk where they want, when they want, while making a meaningful difference in the lives of animals in need. Come together with more than 3,000 event participants and celebrate with us!

Sponsorship benefits and recognition outlined below. To reserve your sponsorship, please [contact Rebecca Orozco](#), Corporate Partnership Manager. If you don't see a benefit that would be valuable for your business, [let us know](#), and we can customize an opportunity for you!

\$50,000 – Presenting Sponsor

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

- **Logo Prevalence:** Prominent logo inclusion on all event collateral.
- **Furry Scurry Launch & Thank You Events:** Logo or company name included on invitations and emails promoting virtual Furry Scurry Launch and Thank You events.
- **Lobby Display:** Branded lobby display at the Leslie A. Malone Center in Denver, the Buddy Center in Castle Rock and the San Luis Valley Animal Center in Alamosa, along with the Harmony Equine Center in Franktown (provided by sponsor).
- **Live Event Kick-Off:** Sponsor will be featured during a live-streamed event kick-off. If sponsor is not available to participate in-person, virtual participation will be possible.
- **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 Silver, Bronze and Route Levels, plus:

- **Leading Virtual Sponsor Booth Placement:** Prominent virtual sponsor booth in our online event marketplace at furryscurry.org, with large logo/booth placement prioritized at the top of the marketplace webpage.
- **E-Communications:** Logo in event emails sent to our house list (105,000+ circulation) as well as segmented emails sent to event participants.

- **Advertising:** Company name or logo included in produced commercials to promote event and/or in print advertising, as available.
- **PR:** Recognition in Furry Scurry press releases, media alerts and other PR materials.
- **Pawcast Mention:** Thank-you message included in an episode of the Dumb Friends League Pawcast, a podcast which explores topics of interest to animal lovers.
- **Event Swag:** Ten complimentary Furry Scurry shirts provided for members of your staff.

\$10,000 – Silver Sponsor

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

- **Participant Box Inclusion:** Opportunity to provide a promotional item to be mailed to event registrants in a special participant box including their race t-shirt and items from sponsors.
- **Race Bibs:** Logo included on all participant race bibs. Race bibs will be sent to participants digitally. Participants will print and wear their race bibs whenever they walk.
- **Social Media:** One post from a Dumb Friends League social media account (Facebook, Instagram, or Twitter) tagging your business.
- **Pet Tales:** Recognition in 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

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

- **Dumb Friends League Website:** Logo on the Event Sponsors page of the Dumb Friends League website, with a link to your website (site averages 6,000 visitors per day).
- **Digital Banner:** Logo inclusion on a rotating digital sponsor banner at furryscurry.org.
- **Event Postcard:** Logo included on save-the-date postcards mailed throughout the Denver metro area.
- **Event T-shirts:** Logo printed on all participant t-shirts (3,000+ produced).
- **Event Swag:** Two complimentary Furry Scurry t-shirts provided for members of your staff.

\$2,500 – Route Sponsor

- **Virtual Sponsor Booth:** A virtual sponsor booth in our online event marketplace at furryscurry.org. Event participants and website visitors can click and engage with each booth's content. Sponsors will have the opportunity to provide content, videos and/or downloadable materials to be posted within their virtual booth space.
- **Furry Scurry Website:** Logo on the "Sponsor" section of furryscurry.org.
- **Furry Scurry Pickup Party:** The opportunity to meet Furry Scurry participants and distribute marketing and promotional materials at a socially distanced post-event pickup party.