


Tails & Trails 5K Walk/Run Sponsorship Opportunities

Event Description: Show your customers your compassion for animals while gaining exposure to an exclusive local audience by sponsoring Greenville County Animal Care's sixth annual charity run to benefit homeless animals. Event will take place on May 14, 2022 at Conestee Park. Tails & Trails is a 5K run/walk geared toward dog owners, animal lovers and athletes of all ages. After the race, vendors and our announcer/DJ will entertain runners until awards are presented. Learn more at GreenvillePets.org.

		Sponsorship Level	Top Dog \$10,000	Trail Master \$5,000	Best Friend \$1,000	Tailwagger \$500
		Media & Promotion				
		Exclusive Event Naming Privilege	x			
		Exclusive Vendor Village Naming Privilege		x		
		One year kennel sponsorship (dog or cat kennel will contain continuously "sponsored" (free) animal. Company logo will be displayed.)	x			
		Featured "Pet of the Day Sponsored By ____" post on Facebook, Twitter and Instagram with company's page tagged and link to company web site included	10 posts throughout the year	5 posts	3 posts	1 post
		Opportunity to officially start the race, hand out trophies during awards, and address the crowd.	x			
		Animal Care badge (logo) for company web site	x	x	x	
		Acknowledgement in press release	x	x	x	
		Logo displayed on the sponsorship page of greenvillepets.org , linked with front page exposure on greenvillerec.com and greenvillecounty.org .	x	x	x	x
		Acknowledgement in Animal Care and Greenville Rec e-newsletters	x	x	x	x
		On-site and Promotional Material Event Exposure				
		Highly visible vendor booth space at event	x	x	x	x
		Logo displayed on banner/signage and all advertising	Prominent	Large	Med.	Small
		Banner displayed at event	x	x	x	
		Promotional material included in registration packet (must provide material of choice)	x	x	x	x
		Mentions during announcements at the event	x	x	x	x
		Logo Displayed on T-shirt	Front of shirt	Large logo	Med. logo	Small logo
		Additional Benefits				
		Complimentary Race Entries	20	10	5	2
		Adoption event with the Waggin' Wagon at agreed upon location	x	x		



Social Media Exposure:
 Facebook: 55,800+
 Twitter: 11,600+
 Instagram: 15,000+

E-Newsletter Audience:
 56,000+

Web Site Exposure:
 About 6,000 hits per day
 More than 177,700 hits per month