

**Event:**

2nd Annual Tucson Canine Classic
Walk/Run and Pet Festival
www.tucsoncanineclassic.org

When and Where:

April 3, 2010, 3:00 PM to 8:00 PM
University of Arizona Mall, Tucson, Arizona

Improvement in 2010:

- new date to avoid heat related issues
- 4 months long advertising campaign (includes TV, print, outdoor and web)
- event professionally branded
- more exhibitors (75 vs. 35 in 2009)
- more participants (500 vs. 300 in 2009)
- free movie on the lawn after the run (screen used for sponsor promos during the expo)
- weekly training sessions and monthly health and fitness clinics

Mission:

- 1) Provide a world-class family event to celebrate the active, healthy lifestyle with your pet. Participants in events like the Tucson Canine Classic show up like they are going to a party. They are coming to celebrate with the hundreds like them who share their dreams, goals and values.
- 2) Raise much needed funds and supplies for FAIR
- 3) Promote microchip awareness

What Sets Us Apart:

- Mission: raise funds, supplies and promote microchip awareness
- Tucson Canine Classic is Tucson's largest pet-walk/run open to all ages and abilities: hundreds of pet owners will join the 3.1 or 1 mile walk or run
- Pet Festival: thousands of visitors are expected
 - ◆ 75+ exhibitors
 - ◆ Canine Demonstrations
 - ◆ Fashion Show
 - ◆ Talent Show
 - ◆ Kids and Puppies 100 (100 yard dash for kids and puppies)
 - ◆ food, fun and various family activities
- The entry fees will directly benefit FAIR: \$20 for every participating dog and 2 cans of pet-food for every human participant.
- Event management: the organizers have dozens of years of special events management experience working on major fundraisers nationally, regionally and locally.

Who we are:

The Tucson Canine Classic is hosted by **Blue Pants Racing**, a local special events management company with several years of experience in road, cross-country and trail racing. We serve all of Southern Arizona and are responsible for some of the largest and most respected fundraisers in the area. Our clients include the FBI, US Air Force, Tucson Police Department, Pima County Attorney's Office, City of Tucson Parks and Recreation and other organizations and agencies.

All of our employees are loving pet owners and most of us are active foster parents as well. After much planning we decided that it's time to create an event open to all ages and abilities where the entire community will get together to walk, enjoy a fun morning and help pets in need.

The **Foundation for Animals in Risk (FAIR)** is a non-profit, no-kill animal rescue organization that focuses on rescue, adoption and education. FAIR seeks to rescue animals from kill shelters or abandonment, as well as to rescue animals that are suffering from neglect, cruelty or owner ignorance. FAIR seeks to promote quality adoptions by caring and loving owners to improve the lives of both the adopting families and their new found pets. In addition to rescuing animals and matching them to families, FAIR seeks to educate the community about responsible pet ownership through youth and adult volunteer programs. We seek to show our priorities by the example of having all of our adopted animals being spayed, neutered, up to date on shots, and micro-chipped before they are put up for adoption. FAIR also seeks to work with other reputable animal welfare groups in various activities around Southern Arizona.

The Tucson Canine Classic Sponsorship Philosophy

We actively seek high quality brands to partner with to produce and market this event as a world-class event. With the event on solid financial footing, with a long term growth plan in place corporate and community support will continue to increase and we'll be able to host an outstanding community festival and raise much needed funds for pets in need.

Why Sponsor

- 1) The Tucson Canine Classic is Tucson's largest pet event with plans to evolve into one of the most respected events of the Southwest
- 2) Increased Participant Awareness of your company's products and/or services
- 3) Targeted Audience of Consumers (fitness community PLUS pet owners)
- 4) Cross-Promotion and Networking with other sponsors
- 5) Sponsor Image Building opportunities
- 6) This event will generate extensive local and regional exposure via print, radio, television and online media coverage.

TITLE SPONSOR - \$5000

3 year term (amount covers years: 2010, 2011 and 2012)

- exclusivity
- your name included in the event name: The YOUR NAME HERE Tucson Canine Classic....
- your logo included in the event logo
- your name and logo on all event banners and all signage
- your name and logo on all medals, awards and trophies
- your name and logo on bib numbers and bracelets
- your name and logo on posters
- your logo, verbiage, and promotion on over 5,000 event fliers
- your logo on the event t-shirt and bandana
- significant web advertising with your logo and direct link to your website
- email advertising to over 5,000 runners and fitness enthusiasts
- listings in local publications
- media coverage (television, radio and newspaper)
- professional live announcements at start, finish and awards ceremony
- free race entries to 10 people/dogs
- opportunity to set up a booth/display at the expo (any size)
- opportunity to set up unlimited signage/banners at the event
- opportunity to have fliers at registration
- additional events at your business (pre-registration, info sessions etc)
- additional benefits to be determined (VIP tent, parking, large displays etc)

PRESENTING SPONSOR - \$3500 (1 available, 1 sold)

- exclusivity
- your name included in the event name: The Tucson Canine Classic Presented by YOUR NAME HERE
- your name and logo on bib numbers and bracelets
- your name and logo on posters
- your logo on over 5,000 event fliers
- email advertising to over 5,000 runners and fitness enthusiasts
- your logo on the back of the event t-shirt and bandana
- significant web advertising with your logo and direct link to your website
- listings in local publications
- professional live announcements at start, finish and awards ceremony
- free race entry for 6 people/dogs
- opportunity to set up a booth at the expo
- opportunity to set up 10 banners at the event
- opportunity to have fliers at registration
- additional benefits to be determined

SUPPORTING SPONSOR - \$500 (unlimited)

- your name and logo on posters
- significant web advertising with your logo and direct link to your website
- your name listed on the event t-shirt
- professional live announcements at start, finish and awards ceremony
- free race entry for 2 people
- opportunity to set up 1 banner at finish area
- opportunity to have fliers at the registration
- additional benefits to be determined

NOTE:

Please contact us if you wish to contribute an amount that is not listed.

Please contact us before you decide on any sponsorship package to discuss further details and to make sure you receive the most attention and service.

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