



El Rey Fido Sponsorship Opportunities

Thank you for your interest in supporting the San Antonio Humane Society (SAHS) through our annual El Rey Fido (ERF) fundraising competition. Each year, members of the community sign up with their canine to raise funds for the pets at the SAHS. The canine-and-human pair that raises the most funds not only wins the competition, but the royal canine will be crowned El Rey Fido at the ERF Coronation, an official Fiesta® event. The next four duos that raise the most funds are referred to as our Royal Court. All will serve as ambassadors for the SAHS throughout their reigning year. You can learn more by visiting SAhumane.org/ERF.

Your sponsorship allows for ERF to be an event that continues to grow in success and impact on the homeless pet population in San Antonio. With your help we can improve our community and have a great time while doing so. Outlined below are various options for you to sponsor our event, and how your sponsorship will benefit you.

General Sponsorship Levels and Benefits:

- \$250 Sponsorship
 - Name on our event web page as an official sponsor
- \$500 Sponsorship
 - Name on our event web page as an official sponsor
 - 1 event T-Shirt
- \$1,000 Sponsorship
 - Mention in our Summer Newsletter as an official sponsor (distribution to approximately 9,200 readers)
 - Name on our event web page as an official sponsor
 - 2 event T-Shirts
- \$1,500 Sponsorship
 - Listed as an official sponsor on all flyers and press releases
 - Mention in our Summer Newsletter as an official sponsor (distribution to approximately 9,200 readers)
 - Name on our event web page as official sponsor
 - 3 event T-Shirts
- \$5,000 Sponsorship
 - Featured in a full page advertisement in the San Antonio Magazine as an official sponsor of the event. This magazine has 90,000 readers in the San Antonio area.
 - Listed as an official sponsor on all flyers and press releases
 - Mention in our Summer Newsletter as an official sponsor (distribution to approximately 9,200 readers)
 - Name on our event web page as an official sponsor
 - 4 event T-Shirts



Ruby, El Rey Fido 2015

Recognition on the SAHS website (SAhumane.org/ERF) and in other areas will occur between the dates of November 1 until October 1 – this provides sponsorship for the months leading up to the ERF Coronation that takes place during the 10 days of Fiesta® and for several months following.

If you are interested in a sponsorship other than what is noted above, keep reading for other ways to sponsor ERF. If you have completely different ideas on how to sponsor our event, please do not hesitate to contact our Director of Communication, Felicia Niño, to discuss your idea.

Additional Sponsorship Opportunities

In addition to the general sponsorship levels, there are other ways to sponsor specific needs, such as event T-Shirts and El Rey Fido Fiesta® medals. Below are the details regarding these opportunities:

- \$2,500 – Official Event T-Shirt Sponsor (only 1 available) **Thank you, Vet Access for sponsoring the 2016 El Rey Fido official shirts!**
 - Each year the SAHS designs and prints a new El Rey Fido T-Shirt. As a \$2,500 level sponsor, your organization's logo will be featured on every event shirt printed (at least 300 will be ordered)
 - Mention in our Summer Newsletter as an official sponsor (distribution to approximately 9,200 readers)
 - Name on our event web page as an official sponsor
 - 5 ERF T-Shirts



Official 2015 El Rey Fido Event T-Shirt

- \$3,000 – Official Event Medal Sponsor (only 2 available)
 - Each year the SAHS designs and orders new ERF Fiesta® Medals. As a \$3,000 level sponsor, your organization's name (not logo) will be imprinted on the back of our medals (at least 1,500 will be ordered) – there is room for two organizational names here.
 - Mention in our Summer Newsletter as an official sponsor (distribution to approximately 9,200 readers)
 - Name on our event web page as an official sponsor
 - 5 ERF Medals
- \$6,000 – Official Event Medal Sponsor (only 1 available)
 - Each year the SAHS designs and orders new ERF Fiesta® Medals. As a \$6,000 level sponsor, your organization's logo will be imprinted on the back of the medal (at least 1,500 will be ordered) – sponsorship at this level ensures medal sponsorship exclusivity.
 - Mention in our Summer Newsletter as an official sponsor (distribution to approximately 9,200 readers)
 - Name on our event web page as an official sponsor
 - 10 ERF Medals



Official 2015 El Rey Fido Fiesta® Medal

Advertising Sponsors

Another opportunity to sponsor the San Antonio Humane Society's El Rey Fido is through advertising. Like any event, ERF requires promotions to recruit participants, as well as donations. If your organization is interested in sponsoring advertising only, contact our Director of Communication, Felicia Niño, to discuss options and outlets. Your organization will be presented as a sponsor in the advertisement.

Become a Sponsor

Contact the San Antonio Humane Society's Director of Communication, Felicia Niño, to become a sponsor:

Email: fnino@sahumane.org **Direct Phone:** 210-424-7603 **Main Phone:** 210-226-7461 ext. 125