SAN ANTONIO HUMANE SOCIETY

EL REY FIDO AN OFFICIAL FIESTA® EVENT SPONSORSHIP OPPORTUNITIES

With your help, we can shape a more humane future for our community

...and have *fun* doing it!

WHAT IS EL REY FIDO?

The **El Rey Fido (ERF) Coronation** became an official Fiesta event in 2014; however, the ERF tradition has been carried on since its humble beginnings in 2002. The 15th annual ERF Coronation will be held **April 22, 2017 at 10:00 AM at the Grand Hyatt San Antonio.** The ERF Coronation is held annually during Fiesta® San Antonio and is the culmination of months of vigorous fundraising by local participants and their canine pets. All funds raised during El Rey Fido benefit the pets at the San Antonio Humane Society.

Each year's top fundraising dog is crowned El Rey Fido (The Doggy King!), with four runner-ups joining the ERF Royal Court. The ERF Coronation is an event carried out in true festive Fiesta spirit, from folklórico dances to vivid royal canine attire. Every year, participants of San Antonio and the surrounding area come together to make El Rey Fido another successful and beneficial year for our community's dogs and cats.

Scout, 2016 El Rey Fido XIV

WHY YOU SHOULD GET INVOLVED:

Sponsoring a San Antonio Humane Society event allows sponsors the unique opportunity to **positively associate their business with an important cause** currently concerning our community, while simultaneously **increasing the exposure of their brand to a lucrative and charitable market**. Our attendees are animal lovers and supporters overflowing with the giving spirit of Fiesta, and they are highly active consumers of pet products and services. El Rey Fido has been featured in San Antonio Express-News, San Antonio Magazine, the Magazine of Fiesta San Antonio, La Prensa de San Antonio, on KSAT12, KENS5, Fox29, News4, and other traditional and social media outlets.

Multiple levels of sponsorships are available, including opportunities to sponsor our official Fiesta medals and t-shirts. Your sponsorship will aid in our continued mission to improve and protect the lives of adoptable dogs and cats in our community.

CONTACT: Felicia Niño, Director of Communication
(210) 226-7461 ext. 125 or fnino@SAhumane.org

Sponsorship Opportunities

$250 Sponsor
- Logo on our event web page
- 1 Official Fiesta El Rey Fido Medal
- Social Media Thank-You

$500 Sponsor
- Logo on our event web page
- Mention in e-blast (+16,000 subscribers)
- 3 Official Fiesta El Rey Fido Medals
- Social Media Thank You

$1,500 Sponsor
- Mention in our upcoming Newsletter (distr. to approx.9,200 readers)
- Social Media Mentions
  - Facebook (weekly reach +80,000)
  - Twitter (+7,600 followers)
  - Instagram (+1,700 followers)
- Mention in e-blast (+16,000 subscribers)
- Logo on event flyer and web page
- 5 Official Fiesta El Rey Fido Medals

$2,500 Official 2017 El Rey Fido T-Shirt Sponsor (1 available)

- Logo featured on **all** event t-shirts printed (at least 300 ordered)
- Logo on ERF flyer and event web page
- Listed on ERF press release
- Mention in our upcoming Newsletter (distr. to approx.9,200 readers)
- Mention in e-blast (+16,000 subscribers)
- Social media mentions:
  - Facebook (weekly reach +80,000)
  - Twitter (+7,600 followers)
  - Instagram (+1,700 followers)
- 5 El Rey Fido T-Shirts

Official 2016 El Rey Fido Event T-shirt

$3,500 or $7,000 Official 2017 El Rey Fido Fiesta® Medal Sponsor (2 levels available)

As an ERF Fiesta® Medal sponsor, your organization will be represented in one of San Antoino's most popular Fiesta traditions: medal collection!

BOTH medal sponsorship levels include the following:

- Logo on ERF flyer and event web page
- Listed on ERF press release
- Mention in our upcoming Newsletter (distr. to approx.9,200 readers)
- Mention in e-blast (+16,000 subscribers)
- Social media mentions:
  - Facebook (weekly reach +80,000)
  - Twitter (+7,600 followers)
  - Instagram (+1,700 followers)

Official 2016 El Rey Fido Fiesta® Medal

$3,500 - Feature Level (2 available)

- Printed name featured on back of medal
- 5 Official Fiesta El Rey Fido Medals

OR

$7,000 - Exclusive Level (1 available)

- Medal Sponsorship Exclusivity
- Organization logo featured on back of medal
- Event Presence: Organization promo booth at El Rey Fido Coronation in April 2017
- 10 Official Fiesta El Rey Fido Medals

Sponsorship Commitment Form

4804 Fredericksburg, San Antonio, TX 78229

❑ **Yes, our organization would like to be an important part of 15 years of El Rey Fido!**

Organization/Company Name: _____

Street Address: _____ City, State, ZIP: _____

Contact Name & Title: _____

Phone: _____ E-mail: _____

Please select sponsorship level:

- ❑ **$250 Sponsor**
- ❑ **$500 Sponsor**
- ❑ **$1,500 Sponsor**
- ❑ **$2,500 Official T-Shirt Sponsor**
- ❑ **$3,500 Official Medal Feature Sponsor**
- ❑ **$7,000 Official Medal Exclusive Sponsor**

*Organization/Company agrees to provide the San Antonio Humane Society (SAHS) with high-resolution logo images in electronic form in either an AI, TIFF, PNG, or JPEG format. SAHS reserves the right to compress or resize logo files, while maintaining original proportions, if necessary.

*Organization/Company is making the above donation with no expectation that it will receive any additional benefits other than what is specified by the selected sponsorship level.

_____	_____
SAHS Representative Signature	Contact Signature
_____	_____
SAHS Representative Printed Name	Contact Printed Name
_____	_____
Date	Date

Recognition on the SAHS website (SAhumane.org/ERF) and in other areas will occur between October 2016 and October 2017. This provides sponsorship for the months leading up to the ERF Coronation during Fiesta® San Antonio and for several months following.