



AN OFFICIAL FIESTA® EVENT

SPONSORSHIP OPPORTUNITIES

SATURDAY, APRIL 17, 2021



WHY SPONSOR?

As an El Rey Fido (ERF) Coronation sponsor, you will be among an exclusive group of organizations who are committed to help the San Antonio Humane Society's (SAHS) continued mission to protect and improve the lives of dogs and cats in our community.

As an official Fiesta San Antonio® event, the ERF tradition is the culmination of months of vigorous fundraising by local participants and their canine pets. The top fundraising dog is crowned El Rey Fido (The Doggy King/Queen), with four runners-up joining the ERF Royal Court. All funds raised during ERF benefit our dogs and cats at the SAHS.

The ERF Coronation, carried out in true festive Fiesta spirit, attracts hundreds of attendees (including canines) and multiple media outlets. Don't miss out on this unique opportunity to increase the exposure of your brand, while simultaneously associating your business with an important cause currently concerning our community. Your sponsorship will help give our community's most vulnerable dogs and cats a second chance.

THE POWER OF OUR REACH



70K

FACEBOOK
FOLLOWERS



11K

INSTAGRAM
FOLLOWERS



9.8K

TWITTER
FOLLOWERS



4.8K

EMAIL
SUBSCRIBERS



4.7K

YOUTUBE
FOLLOWERS



837

PINTEREST
FOLLOWERS



EL REY FIDO 2021 CORONATION

Saturday, April 17, 2021

10 - 11 a.m.

Sheraton Gunter Hotel San Antonio

205 E. Houston St.

CONTACT

development@SAhumane.org

210-424-7597

FOR MORE INFORMATION, VISIT

SAhumane.org/ERF



SPONSORSHIP LEVELS

PAW-SOME PRESENTING SPONSOR \$10,000

- ERF Fiesta Medal Sponsorship Exclusivity
- Logo or Organization Name Featured on Event Medal Back (1,000 medals)
- Event Presence at the ERF Coronation
- Recognition of Sponsorship from Event MCs at Coronation
- TV Recognition Related to Event Promotion
- Radio Recognition Related to Event Promotion
- Logo Featured on all ERF Event T-Shirts
- Logo Featured on ERF Event Web Page & Coronation Flyer
- Sponsorship Highlighted in ERF Coronation News Release
- ERF Fiesta Medals
- ERF Event T-Shirts
- E-blast Features Related to Event Promotion
- Social Media Features Related to Event Promotion

SOLD TO VCA ANIMAL HOSPITALS

BARKING BALLROOM SPONSOR \$5,000 - 1 available

- Event Presence at the ERF Coronation
- Recognition of Sponsorship from Event MCs at Coronation
- TV Recognition Related to Event Promotion
- Radio Recognition Related to Event Promotion
- Logo Featured on all ERF Event T-Shirts
- Logo Featured on ERF Event Web Page & Coronation Flyer
- Sponsorship Highlighted in ERF Coronation News Release
- ERF Fiesta Medals
- ERF Event T-Shirts
- E-blast Features Related to Event Promotion
- Social Media Features Related to Event Promotion



Deadline for logo submission is Feb. 1.

SPONSORSHIP LEVELS

EAR SCRATCHIN' ENTERTAINMENT SPONSOR \$2,500 - 1 available

- Event Presence at the ERF Coronation
- Recognition of Sponsorship from Event MCs at Coronation
- Radio Recognition Related to Event Promotion
- Logo Featured on all ERF Event T-Shirts
- Logo Featured on ERF Event Web Page & Coronation Flyer
- ERF Fiesta Medals
- ERF Event T-Shirts
- E-blast Features Related to Event Promotion
- Social Media Features Related to Event Promotion



SNOUT-BOOPING SUPPORTING SPONSOR \$1,000 - general supporting sponsor

- Logo Featured on ERF Event Web Page & Coronation Flyer
- ERF Fiesta Medals
- ERF Event T-Shirts
- E-blast Features Related to Event Promotion
- Social Media Features Related to Event Promotion



IF YOU ARE UNABLE TO BECOME A SPONSOR BUT WOULD STILL LIKE TO SUPPORT EL REY FIDO 2021, YOU CAN MAKE A DONATION AT [SAHUMANE.ORG/DONATE](https://www.sahumane.org/donate).



SAN ANTONIO HUMANE SOCIETY
4804 FREDERICKSBURG RD.
SAN ANTONIO, TEXAS 78229





SPONSORSHIP AGREEMENT

I/We, _____, wish to affirm our support of and commitment to the mission of the San Antonio Humane Society (SAHS) by pledging and promising to pay the designated sponsorship level amount above of \$_____.
Organization/Company Name Sponsorship Amount

I/We, understand that payment can be made by check made payable to the San Antonio Humane Society or through credit card payment with the information provided below.

I/We, understand and agree to provide the SAHS with high-resolution log images in electronic form in either AI, TIFF, PNG or JPEG format. SAHS reserves the right to compress or resize logo files, while maintaining original proportions, if necessary.

I/We, understand our organization/company is making the above designated donation with no expectation that it will receive any additional benefits other than what is specified by the selected sponsorship level.

Card Number: _____ Expiration Date: _____ Security Code: _____

Name on Card: _____ VS MC AMEX DISC

Printed/Organization Name: _____

Address: _____ Phone: _____ Email: _____

Contact Name & Title: _____

Contact Signature

Date

SAHS Representative Signature

Date