

# EL REY FIDO XXI



Do you have what it takes  
to wear

**THE CROWN?**

Support the El Rey Fido  
Fundraising Competition!

**SPONSORSHIP  
OPPORTUNITIES**

AN OFFICIAL FIESTA® EVENT

**SAHUMANE.ORG/ERF**



# 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



**78K**

FACEBOOK FOLLOWERS



**14K**

INSTAGRAM FOLLOWERS



**10.1K**

TWITTER FOLLOWERS



**5.5K**

EMAIL SUBSCRIBERS



**5.1K**

YOUTUBE SUBSCRIBERS



**EL REY FIDO 2023 CORONATION**  
**APRIL 22, 2023**

**Hops & Hounds**

13838 Jones Maltsberger Rd.  
San Antonio, TX 78247

**Contact:**

development@SAhumane.org  
210-424-7597

[SAhumane.org/ERF](https://SAhumane.org/ERF)

# SPONSORSHIP LEVELS

	Puppy Paws Level	Water Bowl Level	Chew Toy Level	Fire Hydrant Level
Benefits	<b>\$10,000</b>	<b>\$5,000</b>	<b>\$2,500</b>	<b>\$1,000</b>
Event presence at the ERF Coronation				
Recognition from event MC 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 and coronation flyer				
Recognition in ERF Coronation News Release				
ERF Fiesta medals				
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 2023, you can make a donation at [SAhumane.org/donate](https://SAhumane.org/donate).



**SAN ANTONIO HUMANE SOCIETY**  
 4804 Fredericksburg Rd.  
 San Antonio, TX 78229

# SPONSORSHIP AGREEMENT

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