

# EL REY FIDO XXIV

Do you have what it takes to wear

## THE CROWN?

Become a part of our Fiesta Tradition and Support the SAHS' **Official Fiesta® Event**

**SPONSORSHIP  
OPPORTUNITIES**



**[SAHUMANE.ORG/ERF](https://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.

This official Fiesta® San Antonio event is the culmination of months of vigorous fundraising by local participants and their canine companions. 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 the 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



**85K**  
Facebook  
Followers



**18K**  
Instagram  
Followers



**10K**  
X  
Followers



**5K**  
Email  
Subscribers



**5K**  
YouTube  
Subscribers



## EL REY FIDO 2026 CORONATION APRIL 18, 2026 HOPS AND HOUNDS

1119 Avenue B | San Antonio, TX 78215

### CONTACT:

development@SAhumane.org | 210-226-7461 ext. 181



[SAHUMANE.ORG/ERF](https://SAHUMANE.ORG/ERF)

# SPONSORSHIP LEVELS

Benefits	Puppy Paws \$10,000	Water Bowl \$5,000	Chew Toy \$2,500	Fire Hydrant \$1,000
Event presence at the ERF Coronation	*			
Recognition from event emcee at Coronation	*			
TV recognition related to event promo	*	*		
Radio recognition related to event promo	*	*		
Logo featured on all ERF 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 promo	*	*	*	*
Social media features related to event promo	*	*	*	*



# 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 \$ \_\_\_\_\_.

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 our high-resolution logo file in either AI, TIFF, PNG, or JPEG format. SAHS reserves the right to compress or resize logo files, while maintaining original proportions, if deemed necessary.

I/We understand that our organization/company is making the above designated donation with no expectation that it will receive any additional benefits other than those specified in 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: \_\_\_\_\_



# ALL ABOUT EL REY FIDO



## Who Will be the Next El Rey Fido?

The search is on for San Antonio's next canine Fiesta® Royalty! El Rey Fido is no ordinary title – it's a badge of honor earned by the dog who raises the most funds in the beloved **El Rey Fido (ERF) fundraising competition!**

ERF began in 2002 as a feel-good spin on the already long-established Fiesta® Royalty title of a similar name – Rey Feo. But what began as a pun has since evolved into an **annual fundraising effort that raises thousands of dollars for countless needy dogs and cats at the San Antonio Humane Society (SAHS).**

## When Does the Fun Begin?

The competition **kicks off during the fall**, giving participants plenty of time to rally support and raise funds for pets in need at the SAHS. The journey **ends in the spring**, just in time for the start of Fiesta® San Antonio!

## Who Can Compete?

If your dog is a friendly, Fiesta®-loving canine who is at least 6 months old, vaccinated, and spayed/neutered, then they're eligible to compete!

## The Royal Court Awaits!

The competition isn't just about the crown – El Rey Fido is joined by a Royal Court, consisting of the top four runner-up fundraisers. Together, they raise vital funds for the SAHS' mission, and they are recognized for their hard work by receiving royal titles and custom grr-robes!

## What Does El Rey Fido Do?

As reigning royalty, El Rey Fido and the Royal Court are honored at The El Rey Fido Coronation – an official Fiesta® event that's free and fun for the whole family! Throughout the year, these royal pups act as SAHS ambassadors, attending media events and making special appearances around San Antonio.

**Ready to have your dog earn the crown, make a difference, and have a blast doing it? Start planning your fundraising campaign and join this pawsitively royal competition!**

**Have questions? We're here to help! Contact us for more information on how to get involved:**

Email us at [pr@SAhumane.org](mailto:pr@SAhumane.org) or visit [SAhumane.org/ERF](http://SAhumane.org/ERF)

