



The City of Carrollton's annual Pet Photo Contest for our community's favorite furry friends is underway. We've called on all animal lovers to submit photos of their pets for entry into a 2020 wall calendar, proceeds of which will benefit animals at the Carrollton Animal Services & Adoption Center.

The photo contest will conclude on August 1. It is open to everyone from amateurs to professionals. There will be one Grand Prize Winner whose pet will receive the coveted calendar cover, and 12 winners whose pets will grace the pages of each month for a total of 13 winners. The City of Carrollton invites your company to participate in this community fundraiser as a sponsor for the calendar.

Your company could enjoy presence on the City's promotional pieces, social media, and more reaching thousands of Carrollton residents. We've sold more than 1,200 calendars over the last four years. Reach out and let us customize a sponsorship package for you today!

There are five levels of sponsorship for the photo contest:

- **\$1,500 Master Sponsorship**  
With this title sponsorship, you will earn a FULL page ad (11.5" x 11.5") in the 2020 wall calendar and social media mentions; your organization's logo/name will be displayed on printed promotional materials and the Photo Contest city webpage; and, representatives from your company will be invited to the calendar launch sale at the Pooch Pool Party in September. You will have the option to operate a booth space while there.
- **\$500 Man's Best Friend Sponsorship**  
Not ready to be a master? This HALF page ad (5.5" x 11.5") in the 2020 wall calendar may be a better fit; your organization's logo/name will be displayed on printed promotional materials and the Photo Contest city webpage; you'll receive social media mentions; and, representatives from your company will be invited to the calendar launch sale at the Pooch Pool Party in September with the option to operate a booth.
- **\$375 Loyal Companion Sponsorship**  
This unique level allows for a modified half page (3/8) ad (5.5 x 8.5") in the 2020 wall calendar; your organization's logo/name will be displayed on printed promotional materials and on the Photo Contest city webpage.
- **\$250 Animal Lover Sponsorship**  
This sponsorship earns a quarter page ad (5.5" x 5.5") in the 2020 wall calendar and your organization's logo/name will be displayed on the Photo Contest city webpage.
- **\$125 Friend Sponsorship**  
Our friendliest sponsorship level earns a 1/8 page ad (5" x 2") in the 2020 wall calendar and your organization's logo/name will be displayed on the Photo Contest city webpage.

We would welcome the opportunity to have your company as one of our sponsors this year. If a monetary donation isn't feasible, we always welcome branded promotional items and/or coupons or discounts to be included in the Grand Prize winner's prize pack OR material donations to the Carrollton Animal Adoption Center. (*Checks can be made payable to City of Carrollton; memo Pet Calendar Sponsorship.*)

Thank you for your time and consideration. If you have any questions please don't hesitate to give me a call at 972-466-3596 or email [susan.prosoco@cityofcarrollton.com](mailto:susan.prosoco@cityofcarrollton.com).

Sincerely,

Susan Prosoco  
Marketing Manager  
City of Carrollton

# Animal Services Adoption Center Calendar Advertisement Specs.



## MEDIA GUIDES

Full page	11.5" x 11.5"
1/2 page	5.5" x 11.5"
3/8 page	5.5" x 8.5"
1/4 page	5.5" x 5.5"
1/8 page	5.5" x 2.5"

No bleeds.

## SUBMITTING YOUR AD

Submitted digital files must be compatible with PC. All files need to be CMYK; please do not use Pantone or spot colors. We accept the following:

- Adobe InDesign CS6 or earlier versions (all fonts and artwork must be included),
- Adobe Illustrator/Photoshop CS6 or earlier versions (300-dpi/CMYK, create text outlines),
- File Formats: PDF, TIFF, EPS, INDD, JPG.

**Please send all ad materials to [esperanza.castaneda@cityofcarrollton.com](mailto:esperanza.castaneda@cityofcarrollton.com).**

If you have any questions, please contact City of Carrollton, Marketing Services, at 972-466-3593.