

# SPONSORSHIP OPPORTUNITIES



# RUN FOR ROVER

Benefiting the Carrollton Animal Services & Adoption Center

The City of Carrollton's annual Run for Rover 5K and 1-mile Fun Run/Walk benefits the Carrollton Animal Services & Adoption Center. Thanks to the nearly 200 humans and almost 100 dogs who participated last year, the event raised more than \$2,000 in revenue and hundreds of pounds of donated supplies, all of which went toward the care of animals in need at the Adoption Center.

In 2020, the crowd is expected to reach more than 500 attendees between 5K runners and walkers, 1-mile participants, and cheering spectators. Join us in promoting this community-wide wellness initiative.

## Demographic Details

Carrollton's community offers something for everyone, with 79% of the population under the age of 55 and a median age of 36, according to the U.S. Census Bureau (2015 demographic profile). Carrollton's population is ethnically diverse with growth in the Hispanic and Asian populations, and 57% of Carrollton residents are married-couple households.

## 2020 Sponsorship Levels

	Platinum Sponsor \$1K+	Gold Sponsor \$750+	Silver Sponsor \$500+	Bronze Sponsor \$150+
<b>Event Elements</b>	Space for One Company Inflatable/Banner			
	Logo on Event T-Shirt (2/10 deadline)*			
	Live Mentions*			
	Inclusion of Sponsors' Promotional Items in 5K Bags (2/21 deadline)†			
	10X10 Booth Space‡			
<b>Ads Targeting DFW and Beyond Prior to Event</b>	Logo on Print Event Ads Placed (12/30 deadline)‡			
	Gold Leaf on the Tree of Life at the Carrollton Animal Services & Adoption Center			
<b>City Distribution Elements Targeting Residents &amp; Businesses Surrounding Carrollton</b>	Logo/Name to be Placed on: (12/30 deadline)			
	Event Flyer*			
	Digital Display Ad in City Facilities*			
	City Cable Channel*			
	Event Webpage with Link*			
	Press Release Inclusion			
Social Media Mentions (Parks and Animal Services' accounts)*				

\* Varies in size, quantity, and frequency according to sponsorship level.

† Sponsors must provide their promotional items to the Event Coordinator for inclusion in the 5K bags by the listed deadline.

‡ Media buy and elements will vary, but reach will remain consistent.

§ Location determined by Event Coordinator based on level and business classification. Sale or promotion of merchandise or services must be pre-approved by the City of Carrollton, and any information provided to attendees must pertain to your company.



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