



AN OFFICIAL FIESTA® EVENT

EL REY FIDO CORONATION SPONSORSHIP OPPORTUNITIES

With your help, we can shape a more humane future for our community

...and have *fun* doing it!

WHAT IS EL REY FIDO?

The **El Rey Fido (ERF) Coronation** became an official Fiesta event in 2014; however, the ERF tradition has been carried on since its humble beginnings in 2002. The ERF Coronation is held annually during Fiesta® San Antonio and is the culmination of months of vigorous fundraising by local participants and their canine pets. All funds raised during El Rey Fido benefit the pets at the San Antonio Humane Society (SAHS).

Each year's top fundraising dog is crowned El Rey Fido (The Doggy King/Queen!), with four runner-ups joining the ERF Royal Court. The ERF Coronation is an event carried out in true festive Fiesta spirit, from folklórico dances to vivid royal canine attire. Every year, participants of San Antonio and the surrounding area come together to make El Rey Fido another successful and beneficial year for our community's dogs and cats.



Olivia, 2017 El Rey Fido XV

WHY YOU SHOULD GET INVOLVED:

Sponsoring a SAHS event allows sponsors the unique opportunity to **positively associate their business with an important cause** currently concerning our community, while simultaneously **increasing the exposure of their brand to a lucrative and charitable market.**

The ERF Coronation event attracts hundreds of attendees (including canines) and multiple media outlets. ERF followers and supporters are animal lovers overflowing with the giving spirit of Fiesta, and they are highly active consumers of pet products and services. El Rey Fido has been featured in San Antonio Express-News, San Antonio Magazine, the Magazine of Fiesta San Antonio, La Prensa de San Antonio, on KSAT12, KENS5, Fox29, News4, and other traditional and social media outlets.

Multiple levels of sponsorships are available, including opportunities to sponsor our official Fiesta medals and t-shirts. Your sponsorship will aid in our continued mission to improve and protect the lives of dogs and cats in our community.



2017 ERF Fiesta Medal

CONTACT:

Felicia Niño, Director of Communication
(210) 226-7461 ext. 125 or fnino@SAhumane.org

Sponsorship Agreement

Contribution Levels

Fiesta® Medal Sponsor: \$3,500 - \$7,000

As an ERF Fiesta medal sponsor, your organization will be represented in one of San Antonio's most popular Fiesta traditions: medal collection!

Feature Level: \$3,500

2 Available

- Organization name featured on back of medal
- Logo on ERF flyer and event web page
- Listed on ERF press release
- Mention in e-blast (16,000+ subscribers)
- Social Media mentions:
 - Facebook (weekly reach 80,000+)
 - Twitter (9,100+ followers)
 - Instagram (3,000+ followers)
- 5 official Fiesta El Rey Fido medals

Exclusive Level: \$7,000

1 Available

- Medal sponsorship exclusivity
- Organization name featured on back of medal
- Event Presence: promo booth at ERF Coronation (April 2018)
- Logo on ERF flyer and event web page
- Listed on ERF press release
- Mention in e-blast (16,000+ subscribers)
- Social Media mentions:
 - Facebook (weekly reach 80,000+)
 - Twitter (9,100+ followers)
 - Instagram (3,000+ followers)
- 10 Official Fiesta El Rey Fido medals

Event Promotion Sponsor: \$5,000

- Logo featured on all event t-shirts and collateral material.
- Logo on ERF flyer and event web page
- Listed on ERF press release
- Mention in e-blast (16,000+ subscribers)
- Social Media mentions:
 - Facebook (weekly reach 80,000+)
 - Twitter (9,100+ followers)
 - Instagram (3,000+ followers)
- 5 Official ERF T-shirts



Silver Sponsor - \$500

- Logo on event web page
- Mention in e-blast (16,000+ subscribers)
- 3 Official Fiesta El Rey Fido Medals
- Social Media Thank You

Gold Sponsor - \$1,500

- Social Media mentions:
 - Facebook (weekly reach 80,000+)
 - Twitter (9,100+ followers)
 - Instagram (3,000+ followers)
- Mention in e-blast (16,000+ subscribers)
- Logo on event flyer and web page
- 5 Official Fiesta El Rey Fido Medals

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 below* 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 logo 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: _____
(as you wish it to appear in donor recognition materials)

Address: _____ Phone: _____ E-mail: _____

Contact Name & Title: _____

Contact Signature

Date

SAHS Representative Signature