



Saturday & Sunday; May 15 & 16, 2010

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### **What is the Mutt Strut & Pet Expo? *YEAR 5***

The Mutt Strut is a community-wide animal celebration weekend that includes an urban pledge-driven dog walk. The festivities will take place on **Saturday, May 15, and Sunday, May 16, 2010** (rain or shine since all weather is dog weather).

### **What is the 2010 theme?**

Fit, furry, fabulous, and 5! Promoting the health of pets and their people!

- According to *Prevention Magazine*, your dog is your best workout buddy
- Dog owners are more successful at staying fit than folks who don't have a dog

**Venue:** Activities take place at Ford Field in Dearborn; the walk winds through the heart of the West Dearborn business district. This "urban walk" receives a great amount of visibility and community and media support since Michigan Avenue is the main thoroughfare through Dearborn.

### **How many participants attend the Mutt Strut?**

In 2009, the event was attended by nearly 2,000 supporters, walkers, and of course, dogs!

### **How much is raised?**

- In 2009 Mutt Strut raised nearly \$85,000! The growth of this event proves it is becoming one of the most unique animal celebrations in Michigan.

### **What will proceeds go toward?**

Mutt Strut proceeds help support shelter operations, and community- and animal-related programs. New initiatives that are being funded include:

- *Triple C Cat Community Centers*, where up to 60 cats live cage-free while waiting to be adopted
- *Recyl-a-Bullz*, our bully breed advocacy program to change the perception of these wonderful, people-loving dogs as well as teach Bully-dog owners better and humane ways to exercise & bond with their pets

**Target audience:** Pet lovers of all ages from small children to adults to seniors

**Demographics:** Attendees come from all over Southeast Michigan, including Livonia, Plymouth, Canton, Northville, Westland, Southfield, Dearborn, Dearborn Heights, Allen Park, Lincoln Park, Detroit

### **Promotion:**

- Statewide promotion through MarketWire news service
- Featured front-page stories in Heritage newspapers beginning in April
- A series of paid advertisements in regional newspapers
- Televised media, including WJBK Detroit Fox 2 and CDTV government access
- Online promotion via targeted animal-related Web sites (e.g., Tails, Inc.)
- Full Social Media promotions via Facebook, Twitter, YouTube
- Chamber of Commerce E-communications sent to 5,000+ recipients
- Chamber of Commerce Web feature
- City of Dearborn communication vehicles sent to over 100,000 households & businesses (e.g., utility bill inserts)
- City of Dearborn Web feature
- Dearborn Animal Shelter E-communications sent out to 3,500+ recipients
- Dearborn Animal Shelter Web features beginning in February
- Dearborn Animal Shelter print feature in biannual newsletter *Paw Prints*, mailed to 20,000+ households
- 1,000 posters distributed in target businesses in Southeast Michigan, city facilities, and schools
- 5,000 fliers distributed in local schools
- Event banners along Michigan Avenue



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### Who are some of the Mutt Strut Partners?

- Novartis Animal Health
- PetCo
- Dogswell
- Purina
- Avid
- Pet Butler
- Ron Burns Studio
- Dearborn Family Pet Care
- Fairlane Ford
- American Home Fitness
- Heritage Newspapers

### What are some of the Mutt Strut highlights?

**NEW in 2010:** A full, 2-day lineup of En-FUR-tainment, education, and active pet-parent bonding

- **Tigers pitcher Milt Wilcox and his Ultimate Air Dogs.** According to Milt, it is the “wacky sport of dogs jumping off docks.” These amazing dog athletes are thrilling to watch!
- **Rally Course.** Newly developed demonstration course that combines agility, obedience and fun
- **Fur Angels Reading Circle.** Bring out your child’s inner reluctant reader through pet-reading therapy
- **Flyball.** Dog rally course---integrating the kids, too
- **Doggie Dash de Lure.** Course-based, dog-chase activity new to Southeast Michigan
  
- A **Doggie Health Zone**, including a **Microchip Clinic** so that if your friend ever does stray we can help him find you again and **Health Screenings** to ensure that your pup is in tip-top shape.
- **Doggie Fun Zone** featuring games and activities for participants and their dogs (e.g., Dog/Owner Look-a-Like Contest & Hot Dog Toss).
- A **Celebration Zone** in partnership with **Purina** where former adopters celebrate via an Adopted Animal **Birthday Paw-ty!**
- An **Adoption Area**, featuring adoptable dogs and cats from the Dearborn Animal Shelter. A great way to add to your family!
- Two-legged strutters tempt their taste buds at **Bowser’s Bistro**
- **Exhibitors** featuring canine-themed gifts and services, including a **pet psychic, doggie massages, and doggie pedicures.**
- Full endorsement and participation by the **Detroit Lions** and **Detroit Red Wings.**



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**BEST IN SHOW: PRESENTING  
GIVING AMOUNT ~ \$15,000**

**Pre-event Promotion**

**Radio partner(s)**

- Promotion during prime, afternoon-drive time beginning in March/April
- E-mail blasts to entire database of listeners
- Mutt Strut feature and hyperlink on Web site for first 2 weeks in May
- Banner ads promoting Mutt Strut

**Print media partner(s)**

- Premier acknowledgment in all press releases
- Premier acknowledgment in all print advertisements

**Dearborn Animal Shelter**

- Premier recognition in event collateral
- Premier recognition on event Web site: site banner, home page, sponsor page
- Premier acknowledgement in all E-blasts
- Logo/name featured on light-post banners along Michigan Avenue; at least 2 weeks prior to event & 1 week post

**On-site event benefits**

- Promotional booth space (20 x 20) with exclusivity rights
- Attendee Bags: Opportunity to provide attendee bags given to all event participants
- Friends-provided banners (3): featured at registration, main stage, and start of Mutt Strut
- Company provided banners: Opportunity to display up to 6 banners along walk route
- Event T-shirts: Logo included on all event T-shirts
- Walk Launch: Opportunity to "cut ribbon" to officially launch the Mutt Strut
- Walk Launch: Opportunity to make welcoming remarks during official launch
- 6 complimentary entries to the Mutt Strut (registration required)
- 2 complimentary VIP parking passes

**TOP DOG:**

1. HEALTH ZONE [PEOPLE]
2. HEALTH ZONE [PET]
3. CELEBRATION ZONE
4. DOGGIE FUN ZONE

**GIVING AMOUNT ~ \$5,000 EACH**

**Promotion pre- and during event**

**Radio partner(s)**

- Mutt Strut feature and hyperlink on Web site for first 2 weeks in May

**Print media partner(s)**

- Prominent acknowledgment in all press releases
- Prominent acknowledgment in all print advertisements

**Dearborn Animal Shelter**

- Prominent recognition in event collateral
- Prominent recognition on event Web site: home and sponsor pages
- Prominent acknowledgement in all E-blasts

**On-site event benefits**

- On-site presence via vendor booth or demonstrations [e.g., mini health screenings]
- Promotional booth space (12 x 12), or determined by agreed-upon activity
- Partner with on-site, people- or pet-related activities and vendors to maximize attendee traffic. Examples:
  - Yoga stretching
  - People or doggie massages
  - Mini pet grooming
- Attendee Bags: Opportunity to provide giveaways
- Friends-provided promotions (2): featured at main stage and start of Mutt Strut
- Event T-shirts: Logo included on all event T-shirts
- Walk Launch: Sponsor recognition during opening remarks
- 3 complimentary entries to the Mutt Strut (registration required)

Customized partner packages can be created to meet your needs, budget, and goals.

**POOCH PAL**

**GIVING AMOUNT ~ \$2,500**

**Promotion pre- and during event**

**Radio partner(s)**

- Mutt Strut feature and hyperlink on Web site for first 2 weeks in May

**Print media partner(s)**

- Acknowledgment in all press releases
- Acknowledgment in all print advertisements

**Dearborn Animal Shelter**

- Recognition in event collateral
- Recognition on event Web site: home and sponsor pages
- Acknowledgement in all E-blasts

**On-site event benefits**

- On-site presence via vendor booth or demonstrations [e.g., mini health screenings]
- Promotional booth space (12 x 12)
- Attendee Bags: Opportunity to provide giveaways
- Friends-provided promotions (2): featured at main stage and start of Mutt Strut
- Event T-shirts: Logo included on all event T-shirts

**MUTT STRUT PAW-TNER**

**GIVING AMOUNT ~ \$1,000**

- Recognition in event collateral
- Recognition on event Web site
- Acknowledgement in all E-blasts
- Promotional booth space (12 x 12)
- Friends-provided promotions (2): featured at start of Mutt Strut
- Event T-shirts: Logo included on all event T-shirts

**BUSINESS BARKER**

**GIVING AMOUNT ~ \$500**

- Recognition in event collateral
- Recognition on event Web site
- Acknowledgement in all E-blasts
- Promotional booth space (12 x 12)



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## Mutt Strut & Pet Expo Sponsor Registration

- |   |  |
|---|--|
| <input type="checkbox"/> Presenting: Best in Show \$15,000    | <input type="checkbox"/> Top Dog: Doggie Fun Zone: \$5,000 |
| <input type="checkbox"/> Top Dog: Doggie Health Zone: \$5,000 | <input type="checkbox"/> Pooch Pal: \$2,500                |
| <input type="checkbox"/> Top Dog: People Health Zone: \$5,000 | <input type="checkbox"/> Mutt Strut Paw-tner: \$1,000      |
| <input type="checkbox"/> Top Dog: Celebration Zone: \$5,000   | <input type="checkbox"/> Business Barker: \$500            |

Business Name: \_\_\_\_\_  
(exactly as it should appear in all event promotion)

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone #: \_\_\_\_\_ E-mail: \_\_\_\_\_

Activity taking place in your area at the Mutt Strut Expo:  
(e.g., demonstrations, giveaways, company personnel)

Special area needs: \_\_\_\_\_  
(e.g., electricity)

### **Mutt Strut Conditions of Sponsorship**

- All benefits are guaranteed with sponsor commitment by March 1, 2010
- Recognition on event Web site [www.dearbornmuttstrut.com]
  - The Friends request a reciprocal link to the Mutt Strut Web site
- Business logos: must be provided in formats for Web, print, and fabric display (.eps & .jpg files)
  - E-mail to: Kelle Sisung, Friends Development Director, at ksisung@aol.com
- Attendee Bag Materials: must be given to your Friends contact at least one week prior to the event (May 7, 2010)
- Sponsors are responsible for providing display tent unless otherwise mutually agreed upon
- The City of Dearborn Parks & Recreation will provide tables and chairs upon request
- Event logistics and driving instructions will be sent 2 to 4 weeks prior to Mutt Strut

### **Sponsor Payment**

Make checks payable to: Friends For the Dearborn Animal Shelter or to pay by credit card you may register online, [www.DearbornAnimals.org](http://www.DearbornAnimals.org), or call 313-943-2697.

### **Sponsor Agreement**

The undersigned waives and releases all rights and claims that might be held against the City of Dearborn or the Friends For the Dearborn Animal Shelter to save and hold harmless the City or the Friends from damages, injury, or loss.

Authorized Signature for Sponsor \_\_\_\_\_ Date \_\_\_\_\_

Mail to: Friends For the Dearborn Animal Shelter, 2661 Greenfield Rd., Dearborn, MI 48120 or Fax to 313-943-2262  
**Questions: Contact Kelle Sisung, Friends Development Director; ksisung@aol.com or 313-724-0675**