



**7th Annual
The Fast & The Furriest®
10K, 5K, 1-Mile Dog Walk & Pet Fest**

Saturday, June 8, 2013

*A Verona Street Animal Society Event
benefiting Rochester Animal Services*



Sponsor Recognition Plan

Presenting: \$5,000 (Only 1 available)

- Exclusive naming sponsor for The Fast & The Furriest® 2013
- Full recognition at event, including check presentation to VSAS
- Company recognition in all print and media promotions. All acknowledgements will read, "The Fast & Furriest® Presented by <YOUR COMPANY>"
- Large company logo on event brochure
- Large logo on t-shirt
- Large logo on sponsor banner
- Large logo on mile markers
- Large logo and link included in special edition F&F 2013 email newsletter
- Large logo and link to sponsor website from VSAS website
- Full-page ad in VSAS newsletter
- Regular Facebook notifications by VSAS and our fans/friends prior to the event with your company's name in the event title
- Post-event recognition in VSAS newsletter
- Opportunity to include information/product in race bag
- Dedicated sponsor booth at event (table and chairs provided)

T-Shirt Sponsor: \$3,500 (only 1 available)

- Exclusive placement of company logo on event t-shirt sleeve
- Recognition at event
- Large company logo on event brochure
- Large logo on sponsor banner
- Large logo at mile markers
- Large logo and link included in special edition F&F 2013 email newsletter
- Large logo and link to sponsor website from VSAS website
- Half-page ad in VSAS newsletter
- Post-event recognition in VSAS newsletter
- Opportunity to include information/product in gift bag
- Dedicated sponsor booth at event (table and chairs provided)

To discuss becoming a sponsor, please contact Chris Fitzgerald at (585)428-7274 or email:
AnimalServices@cityofrochester.gov



Awards Sponsor: \$3,000 (Only 1 available)

- Recognition at event, including presentation of prizes to top finishers
- Large company logo on event brochure and poster
- Large logo on t-shirt
- Large logo on sponsor banner
- Large logo at mile markers
- Large logo and link included in special edition F&F 2013 email newsletter
- Large logo and link to sponsor website from VSAS website
- Half-page ad in VSAS newsletter
- Post-event recognition in VSAS newsletter
- Opportunity to include information/product in gift bag
- Dedicated sponsor booth at event (table and chairs provided)

\$1,000 Forever Home (Multiple)

- Company logo on vest of shelter dog walked during event
- Medium logo on event brochures
- Medium logo on t-shirt
- Medium logo on sponsor banner
- Medium logo and link included in special edition F&F 2013 email newsletter
- Medium logo and link to sponsor website from VSAS website
- Post-event recognition in VSAS newsletter
- Opportunity to include information/product in gift bag
- Sponsor booth provided

\$500 Working Dog (Multiple)

Agility, Kids Zone, Pet Contests, Animal Communicator

- Company logo on sign at activity area
- Line listing on event brochures
- Line listing on t-shirt
- Small logo on sponsor banner
- Small logo and link included in special edition F&F 2013 email newsletter
- Line listing and link on VSAS/event webpage
- Post-event recognition in VSAS newsletter
- Opportunity to include information/product in gift bag
- Sponsor booth provided

\$250 Shelter Friend (Multiple)

- Line listing on t-shirt
- Line listing and link included in special edition F&F 2013 email newsletter
- Line listing and link on VSAS/event webpage
- Post-event recognition in VSAS newsletter
- Opportunity to include information/product in gift bag
- Sponsor booth provided



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Mission

The Verona Street Animal Society, Inc. (VSAS) is dedicated to raising awareness and providing the resources necessary to enable Rochester Animal Services to more effectively serve the public's animal care and control, pet sterilization, and pet adoption interests and, in cooperation with the City of Rochester, to support the mission of Rochester Animal Services.

Rochester Animal Services (RAS) is a municipal animal care and control agency dedicated to improving the quality of life and safety for city residents and their animals, the promotion of responsible pet ownership, and the reduction of animal overpopulation to reduce animal suffering and euthanasia. RAS operates an animal shelter for stray, injured, and disowned animals, that provides pet adoptions, pet lost-and-found, and low-cost spay neuter programs. RAS strives to provide the best possible care for every animal in its charge.

The Verona Street Animal Society, Inc. (VSAS) is a not-for-profit 501(c)3 organization established to help support the mission and programs of the City of Rochester's Animal Services. As you can probably imagine, Animal Services operates on a limited budget and is restricted in its ability to advertise and promote adoptions and other services. Additionally, as a municipal agency, Animal Services generally cannot solicit donations. That is where the VSAS comes in.

Through this event we hope to continue raising awareness of the City's animal shelter and its programs and to boost adoptions and volunteer recruitment. Additionally, we also hope to raise funds critical to help support the sterilization and microchip programs, enhance animal care and wellness, and bolster shelter promotions.

Benefits of sponsorship

By sponsoring The Fast & The Furriest®, your business can heighten its corporate image, show community support, and increase brand awareness while reaching concerned and committed participants from the Greater Rochester area. Your support sends a message that your company is a recognized partner in this important collaborative effort that reaches a broad demographic of pet owners who are concerned with the welfare of animals within their community.

To discuss becoming a sponsor, please contact Chris Fitzgerald at (585)428-7274 or email: AnimalServices@cityofrochester.gov