



The Colchester Dog Park Committee c/o the Parks & Recreation Department of Colchester presents

**1<sup>st</sup> Annual Dog Walk Sponsorship Opportunity**

**Event:** Dog Walk

**Event Type:** Local walk-a-thon fundraiser

**Date:** Sunday, September 20, 2009 11:00 a.m. - 3:00 p.m.

**Location:** Colchester Recreation Complex

**Contact Information:**

Jason Cohen, Director

Colchester Parks & Recreation

127 Norwich Ave.

Colchester, CT 06415

860-537-7297

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**Participation:** Approx. 100-300 participants, plus spectators/volunteers

**Program Description:**

The Colchester Dog Park Committee is planning an exciting event on September 20<sup>th</sup> – a Dog Walk-A-Thon located right in town. Funding raised from this event will help create the Colchester Dog Park.

The Colchester Dog Park will be a fenced-in, off leash dog park where well-behaved canine citizens can exercise in a clean, safe environment without endangering property, wildlife or fellow citizens, and dog lovers can socialize with other dog lovers.

Events like the Dog Walk-A-Thon are very important in our town. Not only do they help raise necessary funds, but they provide a fun, healthy environment where friends, families, neighbors, and of course dogs, can spend time together.

We are looking for sponsors and volunteers. This includes vendor booths at the event, contributions of products for a silent auction, prizes for walkers and giveaway items, and volunteers to hold events such as a Frisbee contest and K9 Unit demonstrations.

**Benefit of Sponsorship:**

- Name/logo in press releases, Park and Recreation website, flyers, mass emails, and other promotional materials
- Opportunity to have table/booth at the Dog Walk to hang banners, provide promotional brochures and other handout materials
- Potential to increase business exposure and opportunities, especially for animal-focused businesses

**Sponsors/Partnership:**

- **One (1) Great Dane Sponsor: \$800** includes all of the Beagle benefits plus the company logo is at the top of all materials and you are the title sponsor (“The Colchester Dog Walk sponsored by XXXXX”)
- **Beagle Sponsor: \$200** includes all of the Chihuahua benefits plus opportunity to judge awards and free booth (\$50 value)
- **Chihuahua Sponsor: \$100** company name on website and in all press, materials and publicity prior to and during the event

**Promotional Consideration:**

Goal is to raise \$5,000 from sponsorships, entry fee from participants (\$10/person & dog), donations to walk-a-thon participants and the silent auction.