



Animal Humane New Mexico · 41st Annual  
dashing since  
**D**  **G G G I E**  
DASH & DAWDLE 2023  
Sunday, November 5  
Balloon Fiesta Park

**Sponsorship  
Opportunities**



# Help Us Raise \$200,000 for Homeless Pets

## About the Doggie Dash & Dawdle

Animal Humane New Mexico's Doggie Dash & Dawdle is an annual 5k run and 1-mile walk that raises vital funds for programs & services directed toward helping pets and the people who love them. During the first Sunday of every November in Albuquerque, pet lovers from all across New Mexico join at Balloon Fiesta Park to take part in a day full of dog friendly fun activities. The event begins with Doggie Dash (a 5k run) and is followed by the Dawdle (1-mile walk), both of which may include attendee's canine companions!

Outside of Dashing or Dawdling, there are plenty of other activities for participants to enjoy! Whether they are grabbing a bite to eat from one of the many food trucks, cooling down with a beverage from our Watering Bowl (a restricted adult libation station), shopping in our Vendor Marketplace, taking an adoptable Animal Humane pup for an adventure, or enjoying the Doggie Carnival with their your own 4-legged friends, Doggie Dash & Dawdle is an all day celebration of canines and the joys these special pups bring to our collective lives.

The Doggie Dash & Dawdle has given us forty-one years of fun. And it continues to bring together like-minded people and shines a light on the inviolable bond between humans and their pets. This event also raises funds that allow Animal Humane to continue our mission as we work to support and improve the lives of New Mexico's cats and dogs through sheltering, adoptions, humane education and veterinary services.



## Doggie Dash & Dawdle Averages

**1,300**

Attendance

**50-64**

Age in years

**67%**

participants  
self-identified  
as female

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## Sponsor Exposure

### DIGITAL MEDIA

**33,000 +** Facebook Followers

**15,200 +** Instagram Followers

**55,000 +** Email Recipients

### MASS MAILING

**15,000** Newsletters

**5,000** Mailers





# 2023 Doggie Dash & Dawdle sponsorship opportunities

## SPONSORSHIP OPTIONS

-  Leader of the Pack Sponsor \$25,000
-  Packet Pick-Up Sponsor \$12,000
-  Ticket Sponsor \$10,000
-  Watering Bowl Sponsor \$7,500
-  VIP Tent Sponsor \$7,500
-  Main Stage Sponsor \$5,000
-  Carnival Sponsor \$5,000
-  Rent-A-Dog Sponsor \$5,000
-  Participant Bag Sponsor \$4,000
-  Bandana Sponsor (2) \$3,000
-  Finish Line Sponsor \$3,000
-  Race Bib Sponsor (4) \$2,000
-  Tech Sponsor \$2,000
-  Off-Leash Dog Park Sponsor \$2,000
-  Doggie Zen Tent Sponsor \$1,500
-  Kilometer Sponsor (4) \$1,000
-  Match Sponsor (3) \$1,000
-  Water Station Sponsor (3) \$750
-  Pet Pal Sponsor (unlimited) \$500



## ALL SPONSORSHIPS INCLUDE:

-  Acknowledgment in Animal Humane's Quarterly Newsletter "Paws for Thought"
-  Logo or Name Placement on Event T-Shirt & Animal Humane's Website
-  Complimentary Registrations
-  Complimentary Marketplace Booth





# yes!

**YES! I WANT TO BE  
A PART OF THE 40TH  
ANNUAL DOGGIE  
DASH & DAWDLE BY  
SPONSORING**

## SPONSOR / VENDOR AGREEMENT

- |                          |  |          |
|--------------------------|--|----------|
| <input type="checkbox"/> | Leader of the Pack Sponsor   | \$25,000 |
| <input type="checkbox"/> | Packet Pick Up Sponsor   | \$12,000 |
| <input type="checkbox"/> | Ticket Sponsor   | \$10,000 |
| <input type="checkbox"/> | Watering Bowl Sponsor  | \$7,500  |
| <input type="checkbox"/> | VIP Tent Sponsor   | \$7,500  |
| <input type="checkbox"/> | Main Stage Sponsor   | \$5,000  |
| <input type="checkbox"/> | Carnival Sponsor   | \$5,000  |
| <input type="checkbox"/> | Rent-A-Dog Sponsor   | \$5,000  |
| <input type="checkbox"/> | Participant Bag Sponsor  | \$4,000  |
| <input type="checkbox"/> | Bandana Sponsor (2)  | \$3,000  |
| <input type="checkbox"/> | Finish Line Sponsor  | \$3,000  |
| <input type="checkbox"/> | Tech Sponsor   | \$2,000  |
| <input type="checkbox"/> | Race Bib Sponsor (4)   | \$2,000  |
| <input type="checkbox"/> | Off-Leash Dog Park Sponsor   | \$2,000  |
| <input type="checkbox"/> | Doggie Zen Tent Sponsor  | \$1,500  |
| <input type="checkbox"/> | Kilometer Sponsor (4)  | \$1,000  |
| <input type="checkbox"/> | Match Sponsor (3)  | \$1,000  |
| <input type="checkbox"/> | Water Station Sponsor (3)  | \$750    |
| <input type="checkbox"/> | Pet Pal Sponsor (unlimited)  | \$500    |
| <input type="checkbox"/> | We cannot sponsor this year's event but we've enclosed a gift to support Animal Humane |          |

### By providing the information below you agree to the following terms and conditions:

- Sponsorships must be confirmed and paid by September 15 to be included on the T-shirt.
- Because this is a fundraising event we are unable to offer refunds to our sponsors in the event of cancellations regardless of where a cancellation request originates.
- Sponsors may use the 10'x10' tent area provided to display merchandise or promote their business.
- Animal Humane New Mexico reserves the right to screen all supporters before accepting payment.

Sponsor Name: \_\_\_\_\_

Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

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

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

\$\_\_\_\_\_ Total Payment Enclosed (Make checks payable to Animal Humane)

### Before you mail, please verify that you...

- Completed your sponsor/ vendor agreement
- Enclosed a copy of your business license, city permit, and/or Fire Department permit, if required
- Enclosed your sponsorship check

### Please return this form to

Doggie Dash  
Animal Humane New Mexico  
615 Virginia St SE  
Albuquerque, NM 87108

**Or complete your sponsorship & payment online at [AnimalHumaneNM.org/DashSponsor](https://AnimalHumaneNM.org/DashSponsor)**

If you have any questions, or would like to discuss sponsorship options, please call **505.938.7862** or email our Events Team at [DoggieDash@AnimalHumaneNM.org](mailto:DoggieDash@AnimalHumaneNM.org)