

Tails & Trails



Walk **5K** Run

For Greenville County Animal Care

**SPONSORSHIP OPPORTUNITIES**

Tails & Trails



Walk 5K Run  
For Greenville County Animal Care

# 2024 TAILS & TRAILS 5K

We're so excited to announce our 8<sup>th</sup> annual Tails & Trails 5K – Greenville County Animal Care's largest (and most fun) annual fundraiser!

Participants will race the trails at beautiful Conestee Park side by side with their best running partner – their dog! Whether they race with or without their four-legged companion or just walk the trail to support our great cause, Tails & Trails is fun for everyone. This fundraiser makes a difference in the lives of homeless animals, and the families that love them. All proceeds from Tails & Trails goes directly to benefit the animals of Greenville County Animal Care. After the race, we encourage participants to stay a while to visit our vendor village, let their pup splash in the puppy pools, and take away some amazing prizes at our dog-gone awesome award ceremony!

This year's race will take place on **Saturday, May 4<sup>th</sup>**





# OUR MISSION

**Tails & Trails** is all about having a great time with your pet, but we know that not all animals are as fortunate. Circumstances sometime leave pets homeless and in need of somewhere to go, someone to provide medical care, food and a warm place to sleep. We are here for them but it takes a lot of money to provide that much needed care, to support our innovative life-saving programs like targeted spay/neuter to help reduce our homeless pet population and prevention programs that keep pets out of the shelter and in their homes with the families that love them.

With **your** sponsorship, you are directly supporting us in our life-saving mission. Every dollar helps and YOU can make a difference!

## GREENVILLE COUNTY ANIMAL CARE AUDIENCE



**Website Exposure:**  
*7 million +  
page views per month*



**Subscribers:**  
*49,000+*



**Followers:**  
*52,600+*

**Facebook Page Reach:**  
*125,645+*



**Followers:**  
*13,000+*

**Average Post Reach:**  
*6,800+*



**Followers:**  
*11,100+*

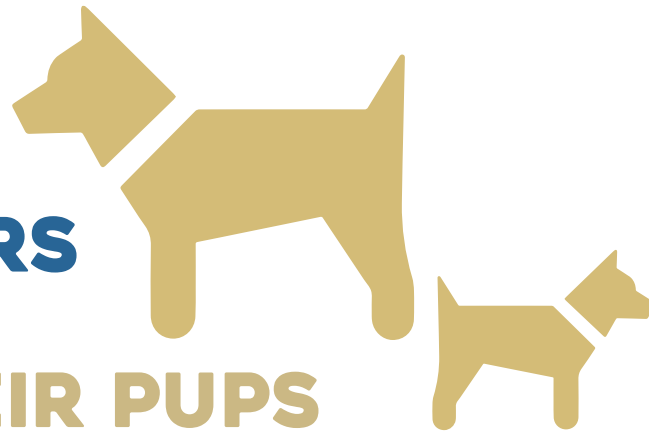
# 2023 TAILS & TRAILS STATS

After 2 years off from COVID we were excited to have more than 676 participants in our 2023 Tails & Trails 5K. It was an amazing day of fun, fellowship, and charity. The pets at Animal Care says a big "THANK YOU" to all the human and dog participants, and to our generous sponsors.



WE HOSTED  
**676 RACERS**

AND  
**THEIR PUPS**



IN TOTAL, WE RAISED

**\$32,794**

FOR HOMELESS PETS IN OUR COMMUNITY



PARTICIPANTS RAN

**3.1 MILES**

OF SCENIC TRAILS IN CONESTEE PARK



WE CELEBRATED WITH

**13 SPONSORS**



**22 VENDORS**

IN OUR VENDOR VILLAGE

AND

# 2024 SPONSORSHIP OPPORTUNITIES

## “TOP DOG”

## \$10,000

Exclusive Event Naming Privilege! Your business name becomes part of all event advertising & PR!

Read as “The \_\_\_\_\_ Tails & Trails 5K benefitting Animal Care”

Includes:

### Media & Promotion

- One year kennel sponsorship (dog or cat kennel will contain continuously "sponsored" (free) animal. Company logo will be displayed.)
- **10** Featured "Pet of the Day Sponsored By \_\_\_\_" post on Facebook, Twitter and Instagram with company's page tagged and link to company web site included
- Animal Care badge (logo) for company web site
- Acknowledgement in press release
- Logo displayed on [the sponsorship page](#) of [greenvillepets.org](#), as well as on all pages of our [Run Sign Up race pages](#); in addition to linking with front page exposure on [greenvillerec.com](#) and [greenvillecounty.org](#).
- Acknowledgement in Animal Care and Greenville Rec e-newsletters

### On-site and Promotional Material Event Exposure

- Highly visible vendor booth space at event
- **Prominent** logo display on banner/signage and all advertising
- Banner displayed at event
- Promotional material included in registration packet (must provide material of choice)
- Mentions during announcements at the event
- Logo Displayed on **Front** of race T-shirt

### On-site and Promotional Material Event Exposure

- **20** Complimentary Race Entries
- Adoption event with the Animal Care-A-Van at agreed upon location



# 2024 SPONSORSHIP OPPORTUNITIES

## “TRAILMASTER”

\$5,000

The Trailmaster sponsorship offers 2 separate naming opportunities with **exclusive naming rights to The \_\_\_\_\_ Tails and Trails Vendor Village OR exclusive naming rights to The \_\_\_\_\_ Tails and Trails Pet Medical Aid Center.**

Includes:

### Media & Promotion

- 5 Featured "Pet of the Day Sponsored By \_\_\_\_" post on Facebook, Twitter and Instagram with company's page tagged and link to company web site included
- Animal Care badge (logo) for company web site
- Acknowledgement in press release
- Logo displayed on [the sponsorship page](#) of [greenvillepets.org](#), as well as on all pages of our [Run Sign Up race pages](#); in addition to linking with front page exposure on [greenvillerec.com](#) and [greenvillecounty.org](#).
- Acknowledgement in Animal Care and Greenville Rec e-newsletters

### On-site and Promotional Material Event Exposure

- Highly visible vendor booth space at event
- **Large** logo display on banner/signage and all advertising
- Banner displayed at event
- Promotional material included in registration packet (must provide material of choice)
- Mentions during announcements at the event
- **Large logo** displayed on back of race T-shirt

### On-site and Promotional Material Event Exposure

- **10** Complimentary Race Entries
- Adoption event with the Animal Care-A-Van at agreed upon location



# 2024 SPONSORSHIP OPPORTUNITIES

## “BEST FRIEND”

\$1,000

Includes:

### **Media & Promotion**

- 3 Featured "Pet of the Day Sponsored By \_\_\_\_" post on Facebook, Twitter and Instagram with company's page tagged and link to company web site included
- Animal Care badge (logo) for company web site
- Acknowledgement in press release
- Logo displayed on [the sponsorship page](#) of [greenvillepets.org](#), as well as on all pages of our [Run Sign Up race pages](#); in addition to linking with front page exposure on [greenvillerec.com](#) and [greenvillecounty.org](#).
- Acknowledgement in Animal Care and Greenville Rec e-newsletters

### **On-site and Promotional Material Event Exposure**

- Highly visible vendor booth space at event
- **Medium** logo display on banner/signage and all advertising
- Banner displayed at event
- Promotional material included in registration packet (must provide material of choice)
- Mentions during announcements at the event
- **Medium logo** displayed on back of race T-shirt

### **On-site and Promotional Material Event Exposure**

- 5 Complimentary Race Entries



# 2024 SPONSORSHIP OPPORTUNITIES

## “TAILWAGGER”

\$500

Includes:

### Media & Promotion

- 1 Featured "Pet of the Day Sponsored By \_\_\_\_" post on Facebook, Twitter and Instagram with company's page tagged and link to company web site included
- Logo displayed on [the sponsorship page](#) of [greenvillepets.org](#), as well as on all pages of our [Run Sign Up race pages](#); in addition to linking with front page exposure on [greenvillerec.com](#) and [greenvillecounty.org](#).
- Acknowledgement in Animal Care and Greenville Rec e-newsletters

### On-site and Promotional Material Event Exposure


- Highly visible vendor booth space at event
- **Small** logo display on banner/signage and all advertising
- Promotional material included in registration packet (must provide material of choice)
- Mentions during announcements at the event
- **Small logo** displayed on back of race T-shirt

## VOLUNTEER

- Individuals from your organization support in race logistics.
- Treat this as a staff development outing for your company!
- All volunteers receive a staff shirt along with free snacks and drinks throughout the weekend while working
- Volunteer Groups also receive PA announcements & can be included in digital athlete bags, if desired





 <b>Tails &amp; Trails</b> <b>Walk 5K Run</b> <small>For Greenville County Animal Care</small>		Sponsorship Level	Top Dog \$10,000	Trail Master \$5,000	Best Friend \$1,000	Tailwagger \$500
		<b>Media &amp; Promotion</b>				
<b>Social Media Exposure:</b>  <i>Facebook: 52,600+</i> <i>Twitter: 11,100+</i> <i>Instagram: 13,000+</i>  <b>E-Newsletter Audience:</b>  <i>49,000+</i>  <b>Web Site Exposure:</b>  <i>More than 7 million page views per month</i>  <b>Runners 676 in 2023</b>	Exclusive Event Naming Privilege	x				
	Exclusive Vendor Village OR Pet Medical Aid Center Naming Privilege		x			
	One year kennel sponsorship (dog or cat kennel will contain continuously "sponsored" (free) animal. Company logo will be displayed.)	x				
	Featured "Pet of the Day Sponsored By ____" post on Facebook, Twitter and Instagram with company's page tagged and link to company web site included	<b>10 posts throughout the year</b>	<b>5 posts</b>	<b>3 posts</b>	<b>1 post</b>	
	Animal Care badge (logo) for company web site	x	x	x		
	Acknowledgement in press release	x	x	x		
	Logo displayed on the sponsorship page of greenvillepets.org, linked with front page exposure on greenvillerec.com and greenvillecounty.org.	x	x	x	x	
	Acknowledgement in Animal Care and Greenville Rec e-newsletters	x	x	x	x	
	<b>On-site and Promotional Material Event Exposure</b>					
	Highly visible vendor booth space at event	x	x	x	x	x
	Logo displayed on banner/signage and all advertising	<b>Prominent</b>	<b>Large</b>	<b>Med.</b>	<b>Small</b>	
	Banner displayed at event	x	x	x		
	Promotional material included in registration packet (must provide material of choice)	x	x	x	x	
	Mentions during announcements at the event	x	x	x	x	
Logo Displayed on T-shirt	<b>Front of shirt</b>	<b>Large logo</b>	<b>Med. logo</b>	<b>Small logo</b>		
<b>Additional Benefits</b>						
Complimentary Race Entries	<b>20</b>	<b>10</b>	<b>5</b>	<b>2</b>		
Adoption event with the Animal Care-A-Van at agreed upon location	x	x				

# 2024 TAILS & TRAILS VENDOR OPPORTUNITIES

## BECOME A VENDOR

\$75

Show your audience your compassion for animals while gaining exposure to an exclusive local audience by sponsoring Greenville County Animal Care's 8<sup>th</sup> annual charity run/walk to benefit homeless animals!

Includes:

### On-site Materials

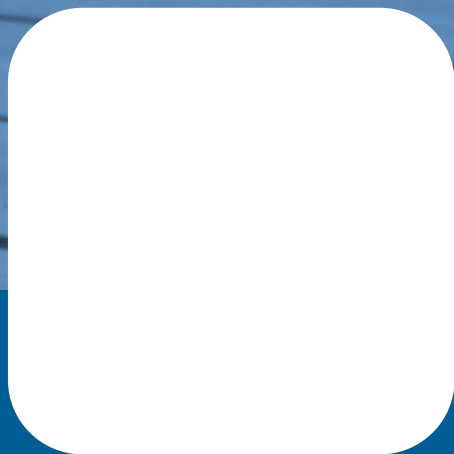
- 1 Table
- 2 Chairs
- Electricity upon request

*\*we ask that vendors provide their own tent*

For more information about becoming a vendor at Tails & Trails, please contact **Paula Church** at [pchurch@greenvillecounty.org](mailto:pchurch@greenvillecounty.org) OR (864) 467-3987.



SCAN HERE



TO BECOME A  
SPONSOR NOW!

Tails & Trails



Walk 5K Run

For Greenville County Animal Care

VISIT [GREENVILLEPETS.ORG](https://www.greenvillepets.org)  
TO LEARN MORE