



Capital K9s 2019 Event Sponsor Opportunities



Sunday Funday at Wisconsin Brewing Company – Sunday, July 21st
Dog Paddle & Dog Wash – Sunday, September 8th

Capital K9s is a charitable organization supporting the maintenance and expansion of the Madison Police Department K9 Unit.

For the second year in a row, we are planning two unique events to raise awareness about and raise funds for the MPD K9 Unit. If you commit to sponsoring multiple events (either in this calendar year, or looking ahead!) at the Vendor Booth or Contest Sponsor level, we will discount your total Sponsorship Amount by \$100 for each sponsorship beyond the first. At the Supporting Sponsor Level or greater, we will discount your total Sponsorship Amount by \$250 for each sponsorship beyond the first. This will greatly help our volunteer Board Members to plan more efficiently for all of our events while also giving you greater visibility!

Sponsorship of our 2019 events offers brand-building, community engagement, and recognition opportunities that can be tailored to meet your strategic objectives – including the potential for positive media exposure and networking opportunities.

Sponsorship Level	Amount	Benefits of Sponsorship
Title Sponsor (for Sunday Funday or for Dog Paddle & Dog Wash)	\$5,000	<ul style="list-style-type: none"> ● 20 complimentary Dog Tickets to Dog Paddle ● Professional Photo-shoot opportunities with an MPD K9 at your preferred location (*in the greater Madison area) ● Dedicated website blog story describing your story and your connection to Capital K9s ● Primary name and logo placement on website ● Vendor booth space at both events + Benefits for All Sponsors
Dog Paddle Dog Wash Sponsor	\$2,500	<ul style="list-style-type: none"> ● 10 complimentary Dog Tickets to Dog Paddle ● Professional Photo-shoot opportunities with an MPD K9 at your preferred location (*in the greater Madison area) ● Prominent name and logo placement on website ● Vendor booth space at both Sunday Funday <i>and</i> Dog Paddle + Benefits for All Sponsors
Supporting Sponsor (for Sunday Funday or for Dog Paddle & Dog Wash)	\$1,000	<ul style="list-style-type: none"> ● 5 complimentary Dog Tickets to Dog Paddle ● Prominent name and logo placement on website ● Vendor booth space at your choice of Sunday Funday <i>or</i> Dog Paddle + Benefits for All Sponsors
Dog Paddle Contest Sponsor	\$300	<ul style="list-style-type: none"> ● Choice of Contest Sponsored ● Opportunity to judge your sponsored contest + Benefits for All Sponsors
Vendor Booth Sponsor (for Sunday Funday or for Dog Paddle & Dog Wash)	\$250	<ul style="list-style-type: none"> ● You bring your own 10x10 tent, table/chairs, and promo materials ● <i>If you bring any dogs with you to Dog Paddle, they must be registered separately for that fundraising event</i> + Benefits for All Sponsors
Dog Paddle Banner Sponsor	\$150	<ul style="list-style-type: none"> ● We hang your fence banner during the weekend of the event ● Design/Printing support available for an add'l \$100 if needed + Benefits for All Sponsors
In-Kind Sponsors	N/A	<ul style="list-style-type: none"> ● Benefits for All Sponsors
Benefits for All Sponsors		<ul style="list-style-type: none"> ● Name and logo placement on website ● Acknowledgment on Social Media ● Mentions by DJ during event announcements ● Opportunity to provide items for giveaway bags

Contact us at capitalk9smadison@gmail.com for more information. Thank you very much!!