

**NOVADog Magazine Presents**



**September 23, 2017**

**Loudoun County Fairgrounds**

**Sponsorship Opportunities:**

Be an important part of this **one-of-a-K9** event with a GLOWING Sponsorship Opportunity.



**Glow Photo Booth with logo'd Step & Repeat: \$2,000**

Signage Outside of the Booth and on the Step & Repeat Inside

This unique photo booth lights up the night and provides a main attraction for everyone after the race. Attendees will head straight to this photo booth for a commemorative picture – and then promptly post it to Facebook, Instagram (and every other social media outlet you can think of!) to share their fun night with friends. Your logo will be on the backdrop in all the photos taken inside the brightest photo booth ever!

**After Party: \$850**

You can set up your own tent in the after party entrance area, the DJ will announce your company and you'll have signage at the After Party.

The after party is set to be a fun conclusion to an amazing night. Complete with DJ, snacks and beverages, attendees will stay and mingle throughout the evening. Your company representative can assist with the awards ceremony if you like, you are also able to add a fun prize to each award, and create an award of your own. The after party will be decked out in fun glow from ceiling to floor; like a beacon, it will draw in the racers after their run.

**Bar: \$650**

Logo on drink tickets and ability to provide napkins, or other accessories for the food table.

Each participant receives 2 tickets for a beverage after the race, which will feature your logo along with signage at the bars. You will also have the ability to supplement with additional accessories of your choosing (such as napkins and cups). This memorable sponsorship will provide a fun way to interact with the racers after the event.

**Grand Finale Glow Station: \$500**

Glowing signage at Finish Line Glow, Logo on the Race Map and Naming rights for your Glow station

The final glow feature of the night will shine amazingly bright – and it will be a focal point of MANY photos throughout the night. Your logo will be displayed prominently at this glow feature. You also receive naming rights for the feature and your logo will be added to the race map online and in print. This exposure will GLOW the extra mile.

**Doggie Swag Bag: \$450**

Logo on all of the Doggie Swag Bags handed out at Registration

All the pooches will receive a special swag bag designed to amplify their glow! Your logo will be on the bag and you have the opportunity to include something in each bag as well. The safety blinker will continue to protect them on all of their walks well after the race. Each bag will also include a treat for pre-race energy!

**Glow “Medal” (1 Available): \$350**

Glowing signage at your station, Logo on the Race Map and Naming rights for your Swag Station

After passing the finish line, each finisher will receive a glowing “medal”. Your logo will be displayed prominently at the entrance to the swag station with a sign. You also receive naming rights for the station and your logo will be added to the race map online and in print. You may also bring your own logo’d tent and team dressed in your company’s logo gear to hand out the Swag and give a Congratulatory shout out to each participant as they cross the finish line. This opportunity gives you an interaction with each participant at the event.

**Swag (4 Available): \$350**

Glowing signage at your station, Logo on the Race Map and Naming rights for your Glow Swag Item

There are four Swag stations along the race course. As runners passes the station, they will add to their swag collection. Your logo will be displayed prominently at the entrance to the glow feature with a sign. You also receive naming rights for the feature and your logo will be added to the race map online and in print. You may also bring your own logo’d tent and team dressed in your company’s logo gear to hand out the Swag and give a Congratulatory shout out to each participant as they gather their swag. This opportunity gives you an interaction with each participant at the event.

**Bark Bar:** **\$400**

Signage at the Bark Bar

All the pooches need a treat after this long race as well. Be the sponsor that provides the Bark Bar to fill their tummy after the race. There will also be a water station for the dogs in this area as well. They will all be very grateful for the treats, as will their owners.

**Water Station:** **\$350**

You can set up your own tent at the water station near the Start and halfway point. There will be signage at the water table and your logo on the water cooler.

Provide much needed refreshments to all the runners and keep them hydrated throughout the race. Everyone is certain to stop by this station for an icy cool refill.

**Food Station:** **\$350**

Signage at the Food Station and Ability to provide napkins, or other accessories for the food table.

There will be a food station set up with light fare for the participants to enjoy after the race. Your logo will be featured at the food tables. You will also have the ability to supplement with additional accessories (such as napkins or packages food of your choosing) of your choosing. This tasty sponsorship opportunity provides a smile and a treat to all the hungry racers after they finish.

**Race Course Glow Stations (4 Available):** **\$300**

Glowing signage at your station, Logo on the Race Map and Naming rights for your Swag station

There are four glow stations along the race course that will glow brightly as the excited racers approach. Your logo will be displayed prominently at the entrance to the glow feature with a sign. You also receive naming rights for the feature and your logo will be added to the race map online and in print. This exposure will GLOW the extra mile.

**Registration Area:** **\$300**

Logo at the Registration table

Your logo will be featured on signage at the Registration table so it will be the first things racers see when they arrive! You can have your team at Registration to Welcome participants and hand out information and swag.

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### **Each Sponsorship Includes:**

- Logo on the race Website
- Promotion in all of the race materials
- Mentioned in all Race communications/Advertising
- Ability to contribute to race blog content
- Ability to put one item in the Swag bag
- Logo on the Race Recap Ad in NOVADog Fall Issue
- Banner Ad on race website/or NOVADOG website
- 2 free Race Passes
- 6 Exhibitor Admissions
- Vendor Booth