



INAUGURAL LA JOLLA MUTT STRUT

Presented by the Foundation of La Jolla High School
Saturday, May 7, 2022, 9 am – 12 pm



SPONSORSHIP LEVEL TALKING POINTS

La Jolla Mutt Strut is an Inaugural Spring Fundraiser hosted by the Foundation of La Jolla High School.

All the funds that are raised at this event help the Foundation of La Jolla High School in its mission to ensure that the level of excellence in academics is sustained at our amazing school. It is only with the generous support of our local friends and businesses that we are able to do what we do.

All donations are 100% tax-deductible and will be used towards Academics, Enrichment advisors, Technology, Support staff, Campus beautification, and Maintenance.

Name recognition on www.ljmuttstrut.com and Foundation websites

- Every sponsorship level includes **name & website recognition** on the Foundation's AND www.ljmuttstrut.com websites. This includes website linking, logo display, & business/individual profile highlight.
- Such linking not only expands a business/individual's visibility, but it also adds "**Domain Authority**" online. Being linked to a reputable industry-related website increases **Google ranking** in search results.

Booth Space at the La Jolla Rec Center to promote products/services

- A **BOOTH space at the event** is offered to all Bronze Collar sponsors and above.
- Families of students from La Jolla schools are encouraged to attend through our marketing efforts. **Pet owners** will get face-to-face time with all booth sponsors at the Dog Party.

Logo/name on T-Shirts

- Adorable, soft, turquoise-colored shirts with paw prints and the La Jolla Mutt Strut logo will be given to all dog owners. All Silver Bowl sponsors and above will have their names listed on the back of the shirts. Attendees will be encouraged to wear the T-shirts during the walk.
- We will also be selling more T-shirts during the 1-Mile Walk registration. The advantage of getting this level of sponsorship is that **visibility does not end when the event ends**.

Recognition on Social Media / Marketing materials

- Social Media Mentions, Tagging, Check-ins, and Mentions in emails for all Gold Bone sponsors** and above are included. We'll be promoting the event heavily in the community.

Custom Announcements

- A **10-second custom commercial** will be read at the **beginning** of the 1-Mile Walk **AND a minimum of 3 times** during the Dog Party at the Rec Center.
- Clear and repetitive business/individual name and description is **guaranteed** to happen **at least 3 times** during the event. This is a great sponsorship level for those seeking **name recognition** in the community.

Featuring You Pet and Your Pet's Story (Sponsor Level – \$5,000 and \$10,000 only)

- Your dog will be featured** during all event promotion, online and in person.
- This level includes an **article** about the dog, a **custom interview**, and showcasing **up to 5 cute photos of your dog**. This is a great sponsorship level for those who want their **dog to get recognized in the community** and who want to share their special dog's story with the world. **Targeted social media and email marketing campaigns** will be designed to showcase the dog alongside with the event promotion and advertising.

CUSTOM PAINTING OF YOUR PET (Sponsor Level – \$10,000 only)

- A **CUSTOM PAINTING OF YOUR DOG** will be made by a local La Jolla artist. The size, colors, and artistic style of the painting will be discussed with the artist individually and will be custom-tailored for your tastes and likes.
- This level of sponsorship is perfect for all **art lovers**. It is especially beneficial to those pet owners who have dreamed of having a painting of their beloved pet **specifically designed** and prepared for the right spot in your house in the right size, color scheme and style.
- This is a once-in-a-lifetime opportunity to commemorate your four-legged family member and enhance your living area while **benefitting The Foundation of La Jolla High School**.