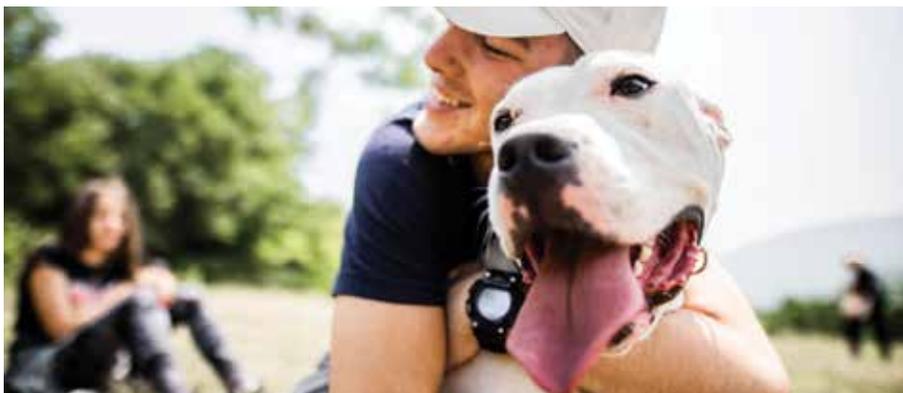




PRESENTED BY



# Sit. Stay. Play All Day!



**Saturday | May 3**  
Riverfront Esplanade | Daytona Beach | FL

[HalifaxHumaneSociety.org](http://HalifaxHumaneSociety.org)

# Sit. Stay. Play All Day!



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## Sponsorship Opportunities

The 2025 Brownie's Mutt Strut, presented by Subaru of Daytona, is the largest community fundraising event of the year for the Halifax Humane Society! Join a planned two thousand humans and their canine companions at Riverfront Esplanade, 249 N Beach St, Daytona Beach, FL 32114, on Saturday, May 3rd, for our celebratory "Walk for Animals," to raise funds for animals in need. Then, plan to sit, stay, and play all day long in canine activity zones throughout the park, including pet adoptions, Swift Paws lure coursing, and the world-famous "All-Star Stunt Dogs" show, the country's premier high-flying dog entertainers. Enjoy live music from our main stage, "Speed Zone" contests and a food truck rally as part of the all-day fun.



## Sponsorship & Teams Benefits

Becoming a sponsor for Brownie's Mutt Strut will expose your company to smart and passionate families across Central Florida. By uniting employees and customers in a fundraising team, you will create camaraderie and position your brand as a champion for community causes.



Not only is team fundraising for an important cause fun, but individual fundraisers also earn incentives like hoodies, ball caps, t-shirts, and even branded gear for your dog! Teams compete for prizes like a hosted day at Jackie Robinson Ball Park with the Tortugas or the Daytona Aquarium for your entire team – and the top three teams earn bragging rights! We are available along the way to provide support with kick-off events to keep everyone engaged. Most importantly, every dollar raised will make a life-changing difference for the nearly 15,000 animals will turn to the Halifax Humane Society for caring, compassion, and hope this year alone.

## Who You Can Reach

- **25,000** Visitors to the Halifax Humane Society Lohman Pet Adoption Center annually
- **30,000** Viewers of HalifaxHumaneSociety.org web site each month
- **57,000** Fans on Facebook
- **12,000** Supporters of Halifax Humane Society weekly stewardship emails
- **2,000** People and over 500 dogs in person at the In-Person Brownie's Mutt Strut event

Reserve your sponsorship today at [events.halifaxhumanesociety.org/mutt-strut](https://events.halifaxhumanesociety.org/mutt-strut)

# Sponsorship Opportunities



PRESENTED BY  
**Subaru**  
Daytona

## Presenting Sponsor \$25,000

Our "Best in Show" sponsorship is an exclusive category presentation opportunity. The package includes VIP participation for up to 25 people, activity zone passes for up to 12 personal dogs, plus cool swag for everyone. Reserved seating for the stage shows. Company logo on event shirt, website, event signage, and all email communications promoting Brownie's Mutt Strut. A half-page display ad is included in the event guide, and recognition is included in the event press release. Opportunity to make remarks from the main stage.



## Activity Zone Sponsor \$10,000

Seven sponsor opportunities, including Stunt Dog Arena, Main Stage, VIP Hospitality Tent, Speed Zone, Sports Arena and Pet Adoption Zone. The package includes VIP participation for up to 10 people, activity zone passes for up to 5 personal dogs, plus cool swag for everyone. Reserved seating for the stage shows. Your company logo will be on the event shirt, website, event signage, and all email communications promoting Brownie's Mutt Strut. A half-page display ad is included in the event guide, and recognition is included in the event press release.

## Route Sponsor \$5,000

There are six opportunities at this level, including each of the three-mile Start/Finish Lines, Dog Island, and Food Truck Rally entrances. The package includes VIP participation for up to 10 people, activity zone passes for up to 5 personal dogs, and cool swag for everyone. Reserved seating for the stage shows. Company logo on event shirt, website, event signage, and all email communications promoting Brownie's Mutt Strut. A logo ad is included in the event guide.

## Business Buddy Sponsor \$1,000

There are twenty Business Buddy opportunities to sponsor a dog watering station. Each station is custom branded with your company logo or message and placed throughout the park's footprint. The package includes four VIP participations, event shirts plus activity zone passes for two personal dogs. Your company logo will be on the event shirt and website, and logo recognition will be included in the event guide.

## Vendor Village \$250 - \$500

Vendor Village participation includes choosing from one of three locations: North Village, South Village, or Island Village. This package includes a professionally installed 10' x 10' tent plus one 8' table and two chairs. Electricity is available at some locations for an additional charge.



Reserve your sponsorship today at [events.halifaxhumanesociety.org/mutt-strut](https://events.halifaxhumanesociety.org/mutt-strut)

# How Your Donation Helps



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## Adoption Month Support \$25,000



Finding families for homeless pets is a program the Halifax Humane Society has provided since its founding in 1937. Over 5,000 dogs and cats will turn to us for caring, compassion, and hope this year. Sponsoring the entire adoption program for one month includes a naming opportunity for your business and will underwrite the adoption fees for 500 pets during the month you select. (For example, the "October Clear the Shelter Event made possible by Subaru of Daytona."

## Open Paw Training Week \$10,000

Our Open Paw initiative teaches shelter dogs and cats manners and skills that prepare them for successful adoptions and lasting homes. Open Paw promotes friendly interactions and desensitization to unfamiliar people, ensuring each animal is ready for life in a new family.

Rewarding dogs with special treats for pro-social behaviors helps teach them how to greet people politely, feeding

dogs food puzzles teaches what items are appropriate to chew, and catnip-laced scratchers teach cats good scratching behaviors. This investment level will pay the cost of three KONGs a day for every dog, personal scratchers for every cat, and toys and tools used for one-on-one interactions for an entire week.



## Prevent-a-Litter Week \$5,000

One of Halifax Humane Society's greatest impact areas is preventing the birth of homeless puppies and kittens through our Redinger Spay & Neuter Clinic. The cost to help underwrite one week of spay/neuter surgeries for about 100 dogs and cats is \$5,000, including a naming opportunity.

(For example, "Prevent A Litter Week generously sponsored by Fetch Insurance.")



## Specialty Surgery \$2,500

Halifax Humane Society is lucky to work with a team of expert veterinarians who provide the latest treatments and medicines for sick and injured animals in our shelters. Sometimes, with extremely complicated cases, we must bring in an outside veterinary specialist, like an orthopedic surgeon or a veterinary cardiologist. The cost to care for one shelter pet with a veterinary specialist, even with a generous discount, is \$2,500.



## Orphaned Kittens \$1,000

One of our most successful programs to prevent unnecessary euthanasia is building a robust network of volunteer foster homes to care for abandoned litters of kittens too small to thrive in the shelter. It costs \$1,000 to provide all the necessary supplies, food, nutritional supplements, and vaccinations—to 200 kittens in the foster care network for one week.



Reserve your sponsorship today at [events.halifaxhumanesociety.org/mutt-strut](https://events.halifaxhumanesociety.org/mutt-strut)

# Raise Money. Help Animals. Earn Cool Prizes!



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## Individual Fundraising Incentives

*Prizes are cumulative*

**Earn a Beach Towel  
@ \$1,000**

### Your Impact

Pays the cost to treat one dog for heartworm disease or to cure one cat of ringworm infection.



**Earn a Hoodie  
@ \$500**

### Your Impact

Spays or neuters one large dog or five cats, preventing unwanted litters.



**Earn a Ball Cap  
@ \$250**

### Your Impact

Pays the purchase price of one microchip scanner used to help a lost dog or cat find his or her way back home.

**Earn a T-Shirt &  
Dog Bandanna  
@ \$100**

### Your Impact

Fully vaccinate one dog or cat before adoption.



*Incentive prize images are intended as examples. The actual prize could differ slightly depending on the manufacturer's availability.*

Start your fundraising team at [events.halifaxhumanesociety.org/mutt-strut](https://events.halifaxhumanesociety.org/mutt-strut)



## Contact Us!

### **Sean Hawkins, CAWA, CFRE**

Halifax Humane Society  
Chief Executive Officer

e | [sean@halifaxhumanesociety.org](mailto:sean@halifaxhumanesociety.org)

c | 713.269.3574

### **Tamara Hebert**

Halifax Humane Society  
Director of Corporate Partnerships & Events

e | [tamara@halifaxhumanesociety.org](mailto:tamara@halifaxhumanesociety.org)

c | 603.481.1997

Lohman Pet Adoption Center  
2364 LPGA Blvd.  
Daytona Beach, FL 32124  
(306) 274-4703

Redinger Spay & Neuter Clinic  
600 Mason Avenue, Suite #150  
Daytona Beach, FL 32117  
(386) 202-6633

Thrift Store  
385 S. Yonge Street  
Ormond Beach, FL 32174  
(386) 322-7717

[HalifaxHumaneSociety.org](http://HalifaxHumaneSociety.org)