



Saturday
Nov. 16, 2024
LIBERTY STATION

SHELTER TO SOLDIER
Salute
TO
Paws **5K**
RUN|WALK

& GRATITUDE FESTIVAL FOR DOGS

2024 Sponsors Package



For the Love of our Dogs

Kickoff your Saturday morning with an exciting **5K** with or without your pup! Enjoy picturesque views of the iconic NTC Park at Liberty Station, and stay for the Gratitude Festival after your run to give your pup a “high paw” and a special thank you.

Shelter to Soldier’s Inaugural Salute to Paws Gratitude Festival for Dogs is your dog’s new favorite day of the year — a fun day out for you to thank them for the beauty and unconditional love they bring to your world. The festival will feature live music by Ginger Roots, vendors to explore in the pet space, and special activities to share your gratitude with your canine best friend. Our Rescue Row will feature adoptable dogs from Labs & More for those looking to add a faithful companion to their family, powered by Petco Love.



Event Day

- 7:30 am** Registration Opens
- 8:00 am** All Levels Yoga Flow - Dogs Welcome!
- 9:00 am** 5K Kickoff
- 9:30 am** Salute to Paws Gratitude Festival Begins
- 1:30 pm** Event Close

Salute to Paws 5K & Gratitude Festival for Dogs:

FUNDRAISING GOAL:

\$75,000



Participation Goal for event attendance: **500**



More than **500,000**



DOGS call San Diego **HOME**



NTC Park is a premier location for athletic events, centrally located in the heart of Liberty Station, formal naval training station, and social hub of Point Loma.





EVERY DAY
17 US Veterans
and one active duty
military personnel

ON AVERAGE COMMIT SUICIDE
(U.S. Department of Veteran Affairs)

More than 500,000
servicemen and women
are living with invisible
wounds, from depression to
post-traumatic stress disorder
and 320,000 are experiencing
debilitating brain trauma
(Wounded Warrior Project).

EVERY DAY
1,800 Dogs *(on average)*

ARE EUTHANIZED IN SHELTERS
ACROSS THE UNITED STATES)

Each year, America sees
approximately 3.3 million dogs
enter U.S. animal shelters
nationwide. Shelter to Soldier
provides them a future with a
purpose and a life that is
fulfilled by their bond with
a veteran in need.



SAVING LIVES ONE *Step* AT A TIME

RUN/WALK

“So if you’re a veteran, this is not somebody feeling sorry for you. This is somebody investing in your future and not just your future, but the future of your friends and your family because you’re in a battle for life. I’m thankful to the donors and thankful to STS. My heart is full of gratitude and what you do is worth it.”

— Aaron, USN and Service Dog Murphy

SHELTER TO SOLDIER

A 501C3 NONPROFIT ORGANIZATION

Shelter to Soldier adopts dogs from local shelters and rescue organizations and trains them to become psychiatric service dogs for post-9/11 veterans suffering from Post-Traumatic Stress (PTS), Traumatic Brain Injury (TBI) and/ or Military Sexual Trauma (MST). The program also places emotional support animals (ESAs) with active duty military and veterans, and deploys the Shelter to Soldier Canine Ambassadors, a team of therapy dogs and their volunteer handlers, to provide visits of love and comfort to active duty military, veterans and their families.



Media

A Look at Other Shelter to Soldier Events



Other Media Highlights



The Sponsor Experience

The Experience — Becoming a partner of Shelter to Soldier and joining our mission of “Saving Lives, Two at a Time,” will provide great sponsor visibility, placing your brand in front of hundreds of dedicated dog-owners and pet families throughout San Diego.

JOIN US to share gratitude with our canine best friends who provide us unconditional love, while diving into a team-building experience with your team through our VIP hospitality and event engagement options by:

- Assembling a virtual walk community with your network, encouraging team participation and raising critical funds for Shelter to Soldier’s lifesaving mission.
- Securing your spot in a VIP tent to host your team members for a dog-loving, fun time!
- Pledging your sponsor gift to help bring the event to life!

Sponsorships

Make a lifesaving impact on the lives of the rescue dogs and veterans served by the Shelter to Soldier program. Your name or brand will be listed anytime Salute to Paws 5K is mentioned in media, print materials, online, and in social media.

Presenting Sponsor | \$25,000

MEDIA

- Logo and/or name placement in press release featured in local media outlets.
- Option to be a part of any news opportunities promoting the event.
- Logo/name on all e-blasts highlighting the event as well as social media posts and stories.

VISIBILITY

- Logo/name on event landing page and Shelter to Soldier event website page.
- Largest format logo on ALL (non-exclusive) event signage, most predominantly stage side panels and starting line arch.
- Prominent logo placement on Salute to Paws posters, postcards and flyers that will be distributed throughout San Diego County.
- Logo/name on 5K package information sheet for participants.
- Sponsor banner will be provided and featured, with the option to customize your own branding experience, at your VIP tent.
- Largest format logo on the front side of event t-shirts.
- Logo inclusion on event swag bags given to all participants of the 5K and Gratitude Festival.

HOSPITALITY

- 10 tickets to the event and 10x20 space provides your team a space to gather, with 5K admission, access to the Gratitude Festival included. Your exclusive sponsor tent will be stocked with seating, waters, and snacks for your team and their pups to enjoy.
- 2 VIP Parking Spaces





Sponsorships

Helping Paws Partners | \$10,000

FOUR AVAILABLE OPPORTUNITIES:

ResOLD OUT Row | Yoga Deck Sponsor



MEDIA

- Logo/name on all e-blasts highlighting the event as well as social media posts and stories.

VISIBILITY

- Logo/name on event landing page and Shelter to Soldier event website page.
- Logo/name placement on event signage and starting line arch.
- Prominent logo placement on Salute to Paws posters, postcards and flyers that will be distributed throughout San Diego County.
- Sponsor banner will be provided and featured, with the option to customize your own branding experience, at your VIP tent.
- Logo/name featured in largest format on the back of event t-shirts for participants.

HOSPITALITY

- 6 tickets to the event and dedicated 10x20 VIP space provides your team a space to gather, with 5K admission, including access to the gratitude festival. Your exclusive sponsor tent will be stocked with seating, waters, and snacks for your team and their pups to enjoy.
- 2 VIP Parking Spaces

SELECT YOUR UNIQUE EXPERIENCE:

Adoptable dogs from:



RESCUE ROW — Exclusive logo/branding on Rescue Row signage, a tented area where adoptable dogs and rescue partners will find homeless dogs their forever home.

YOGA DECK SPONSOR — Logo/branding for the yoga deck, which will host an all-levels guided yoga flow at 8 am as a warm up to the 5K. Sponsor feature will be announced on stage for this experience.

Sponsorships

Tail Waggers Sponsors | \$5,000

FIVE AVAILABLE OPPORTUNITIES:

**Paw Party (Agility & Games)
Pooch Pickup Sponsor
Grateful Murals
Unconditional Heart – Gratitude Wall**

SOLD OUT

MEDIA

- Logo/Name in social media and e-blast inclusion.

VISIBILITY

- Logo/name on event landing page and Shelter to Soldier event website page.
- Logo/name placement on event signage, including starting line arch.
- VIP 10x10 booth space provided with your logo/name on banner.
- Prominent logo placement on Salute to Paws posters, postcards and flyers that will be distributed throughout San Diego County.
- Logo/name featured on the back of event t-shirts for participants.

HOSPITALITY

- 4 tickets to the event and 10x10 space provides your team a booth to gather, with 5K admission, access to the gratitude festival included. Your exclusive sponsor tent will be stocked with seating, waters, and snacks for your team and their pups to enjoy.
- 1 VIP Parking Space

SELECT YOUR UNIQUE EXPERIENCE:

PAW PARTY — an exciting, gated space for dogs to explore an agility course and games with their human (*Festival activation tickets required for entry).

POOCH PICKUP SPONSOR — Your logo on all dog waste bags and dispenser stations throughout the event space.

GRATEFUL MURALS — Your logo will be featured on signage next to each of two custom 8'x8' murals created by Hana's Murals for guest photo opportunities (*Festival activation tickets required for entry).

UNCONDITIONAL HEART: GRATITUDE WALL — Your logo will be featured on a giant wooden heart where guests will select a ribbon and inscribe the name of a dog they are grateful for, then pin upon the heart. This experience is open to all participants of the 5K and Gratitude Festival.

DOG SPA — Your logo will be featured on signage at the Dog Spa, a space for guests to treat their dog to some TLC including canine massage, acupuncture, styling, tattoos and more! (*Festival activation tickets required for entry).



**UNITE
DOGGY PCO
DOG SHAMPOO**

SHELTER TO SOLDIER





Sponsorships

Happy Pups Sponsor | \$2,500

THREE AVAILABLE OPPORTUNITIES:

Event **SOLD OUT** Cookie | Portables **SOLD OUT** Bowl | Finishing Medal

MEDIA

- Logo/Name in social media and e-blast inclusion.

VISIBILITY

- Logo/name on event landing page and Shelter to Soldier event website page.
- VIP 10x10 booth space provided with your logo/name on banner.
- Logo/name featured on the back of event t-shirts for participants.

HOSPITALITY

- 2 tickets to the event and 10x10 space provides your team a booth to gather, with 5K admission, access to the gratitude festival included. Your exclusive sponsor tent will be stocked with seating, waters, and snacks for your team and their pups to enjoy.
- 1 VIP Parking Space

SELECT YOUR UNIQUE EXPERIENCE:



DOG COOKIE — Logo/name placement on custom dog cookies provided in every guest's swag bag.



WATER BOWL — Your logo/name on all collapsible water bowls provided in every guest's swag bag and utilized for dogs at water stations along the course.

FINISHING MEDAL — Your logo/name on all finishing metals for 5K participants

Zoomies Water Station Sponsors | \$1,000

FOUR AVAILABLE OPPORTUNITIES:



- Your logo/name placement on the course map (see course map image as an example)
- Option to assemble a team of 6 volunteers to work the Zoomies Station, providing water to all participants at one of 4 stations along the course.
- Option to provide/donate logo branded water bottles for the Zoomie Station.

A

La Carte Sponsor Add-Ons

National Anthem Sponsor | \$800

- Logo placement on stage and announced on mic by emcee before National Anthem

Barking Lot Sponsor | \$2,000

- Logo placement on signage at the porta potty trailers. Your support funds a significant event expense and provides exclusive logo visibility.



Vendor Experience

Partner Pads | \$100 – \$300

JOIN US for our first annual event and highlight your business or nonprofit in our Partner Pack area, centrally located between all of the festival activations.

PARTNER PAD, 10x10 Canopy – \$200 | PARTNER PAD 10x20 Canopy – \$300

NONPROFIT PAD, 10x10 Canopy – \$100 | NONPROFIT PAD, 10x20 Canopy – \$200

VIP Partner Pad | \$1,500

Your partner plot will be 20x10 and include up to 3 tables with linens, 6 chairs and optional, select lounge furniture based on availability, and for an additional fee.

Email: jade@shelertosoldier.org for vendor form and availability.

Registration

Runner Registration Fee

\$50 Runner/Walker Only | \$25 Child Admission (+5 years of age) | \$10 Add a Dog!
(all registration levels include entrance to Gratitude Festival)

Festival Only

\$25 per Human or Human/Dog Team
(applies to those who do not participate in 5K)

Partners

Media Partners



RANCH & COAST
MAGAZINE

Event Partners

REDFEARN &
ASSOCIATES



Thank You!

Thank you for your support of Shelter to Soldier through our 5K Run | Walk.

Your contributions and participation help us continue *"Saving Lives, Two at a Time."*TM

OTHER WAYS YOU CAN SUPPORT:

Cash and In-kind Donations:

shelertosoldier.org

Monetary Contributions (mail to):

Shelter to Soldier

2366 Front St. San Diego, CA 92101

Auction Donations (Mail to):

24413 Rutherford Rd. Ramona, CA 92065

INFORMATION

For sponsorship or raffle donations please email: jade@shelertosoldier.org or call 760-870-5338 ext 307

Tax ID: 46-0906020

COMMITTEE MEMBERS

Kyrié Bloem, MS
Cofounder

Director of Operations
Shelter to Soldier

Graham Bloem,
Cofounder, President
Shelter to Soldier

Emily Anderson,
Shelter to Soldier Development

Jade Lancaster
Shelter to Soldier Development

Madison Peterson
Volunteer, Shelter to Soldier

EVENT PARTNERS

REDFEARN &
ASSOCIATES

Platinum
Transparency
2024

Candid.

Good at doing good!
We've earned a



• FOUR-STAR RATING •

from

Charity Navigator

