

THE 18<sup>TH</sup> ANNUAL



RUN | WALK | SHOP | ADOPT

# WE SHIH TZU NOT!



## WE'RE BACK AT THE ROSE BOWL!

# SATURDAY, NOVEMBER 4, 2023

5K, 1K DOG WALK & ADOPTION DAY TO SAVE ANIMALS' LIVES

[www.racefortherescues.org](http://www.racefortherescues.org)



## A Letter from The Director

Dear Potential Sponsor,

Race For The Rescues is excited to once again bring the community and local animal rescue groups together for the **18th annual Race For The Rescues**. Local non-profit animal welfare organizations have relied on this fundraising event to help them save thousands of animals' lives and showcase shelter animals in need of FURever homes.

After three years of being virtual, people are eager to get back outside and hit the ground running. We're expecting a large turnout of animal-loving racers, spectators, and visitors. This experience will hold exciting opportunities for participating sponsors who want to have their companies shine in the eyes of animal lovers of all ages.

This race will be a hybrid event where **animal lovers can pick their favorite way to race to help save animals**. Participants can run or walk at our in-person race, race virtually in their own neighborhood, or sign up for the couch potato race where they can stay in the comfort of their own home.

We hope you will choose to sponsor this year's event and receive PAWsome benefits, not to mention the good karma that comes from helping animals in need.

### FURbulous Facts About Race For The Rescues:

- The event's host, The Rescue Train, is a unique non-profit 501(c)3 no-kill animal welfare organization that enables other respected rescue groups to raise important funds. To see which organizations will benefit this year, please visit: [www.RaceForTheRescues.org](http://www.RaceForTheRescues.org).
- Since its inception, Race For The Rescues has raised over \$5.8 million dollars and helped 50 local animal welfare organizations.
- For the past 17 years, every shelter animal at the race has been either adopted by the public or saved by a no-kill rescue group. Every year, we have sent the shelter trucks back empty.
- Each sponsor who makes a tax-deductible contribution to this fundraising event is assured maximum exposure to the animal-loving community.
- Race Day activities include a 5K race, celebrity hosts and special guests, and more. I look forward to speaking with you personally about how your support can contribute to saving the lives of thousands of homeless animals and helping make our world a kinder place.

Sincerely,  
**Lisa Young**  
 Executive Director



Celebrity host Jane Lynch with top racers



Celebrities: Harrison Forbes, Patricia Lopez, Seamus Dever



Pet adoption day



Kids' entertainment, food, and giveaways



Rockin' Adoption show



Food trucks



Vendor Opportunity



Animal Lovers



# WHY SPONSOR?

## 2023 Race For The Rescues Sponsorship Benefits

### Celebrity Associations:

Celebrities such as Jane Lynch, Whitney Cummings, Seamus Dever, Harrison Forbes, Patricia Lopez, Jon Huertas, Carrie Ann Inaba, Drew Barrymore, Sean Hayes, Enrique Iglesias, Jennifer Aniston, Charlize Theron, Kenny Loggins, Vanna White, Margaret Cho, the LA Laker Girls and the Kings Ice Crew have all participated to make this a life-saving day.

### Join An Exemplary Group of Sponsors:

Past sponsors include, Audi of America, Tito's Handmade Vodka, jetBlue, Go Country 105 FM, Individual Food Service, Bayer, GMC, Estolia's Food Products, Blue Dog Bakery, Good Year, Wells Fargo, Electrolux, Toyota, Subaru, Dyson, Easy Turf, Natural Balance, Rodeo Realty, Union Bank, Coldwell Banker, Keller Williams, Compass Realty, Warner Bros., Whole Foods, Gelson's, Jax & Bones, Healthy Spot, Don Francisco Coffee, Snyder Diamond, Pirch, SmartyPants Vitamins, OneWest Bank, Ruggable, Earthly Body, INABA, Fivepots, Health-Ade Kombucha, Rxbar and Powerade Zero.

### Media Exposure:

Television, radio, print and online coverage including Go Country radio, The Pet Show with Warren Eckstein, Vista L.A., Entertainment Tonight, Good Day LA, The Doctors, KABC, KCBS, KCAL, KTLA, KRTH, KOST, KNX, Fox News, AOL Wallet Pop, Animal Radio Network, People Magazine and more.

### Demographics:

This event is highly advertiser friendly, attracting a broad range of ages including adults 18-49, with a concentration of women 25-54. It is also very popular among families with children of all ages.

### Social Networking:

The participating animal welfare organizations will promote the race on Facebook, Twitter, Instagram and Pinterest – combined they reach over 1 million(+) fans and that number is growing every day.

### Have your company shine

in the eyes of the Animal Loving community! ❤️

**Good Karma!** Sponsors help cover the event's costs, allowing all the funds raised to go directly to the needy animals!



We hope you choose to join and become a part of an amazing group of sponsors!

**CHOO CHOO!**

# 2023 BRAND SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR \$20,000	PLATINUM SPONSOR \$10,000	GOLD SPONSOR \$5,000	SILVER SPONSOR \$2,500	BRONZE SPONSOR \$1,000	DIGITAL SPONSOR \$500
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PSA's on Go Country Radio 105 FM



Dedicated email to 25,000+ followers



Presenting Sponsor acknowledgement on all printed signage and materials



Advertising space on website Home page



Custom Finish Line Banner with your name/logo



Mention of your company on press releases, during media interviews and other advertising



Verbal recognition by host/MC at awards ceremony



Banners with your logo on race course



Free Race Registrations



10 x 10 booth with 6 ft table and 2 chairs



Dedicated social media posts



Your logo on Sponsor page (linked to your website), and on participant and donor notifications



Your logo on race t-shirts and all donation receipts



# THE RESCUE TRAIN

A DAY AT THE RACES



# Current & Past Sponsors

