



TM



FESTIVAL

# SPONSORSHIP OPPORTUNITIES







The Dog Film Festival™  
is a celebration of the love  
between dogs & their people  
and the animal welfare groups  
that bring them together.

THE DOG FILM FESTIVAL™

The Dog Film Festival™ brings together dog-lovers in cities and towns across the country who are eager to have the shared experience of watching movies that capture the remarkable relationship people have with dogs. The companies that support the Dog Film Festival's celebration of the human-canine bond will enjoy positive association for their brand and their products or services.





# THE INAUGURAL DOG FILM FESTIVAL - NYC - 2015

Regardless of near-hurricane weather conditions, the Pooch Party for the first Dog Film Festival was sold out and crowded with (very soggy!) dogs of every shape and size. The 765 seat Symphony Space was filled for both screenings the following day. Even as a first-time event, The Festival garnered enthusiastic press coverage, including Top Pick for that weekend from Time Out magazine, an in-studio appearance on Fox's Good Morning New York for Tracie and two separate articles in the New York Times.

**The New York Times**

In This Festival, All the Films Are Dogs

Cara Buckley

September 17, 2015



**AKC news**

**People**  
pets

**CBS New York**





# FESTIVAL DESTINATIONS

2016

LOS ANGELES, CA • JUNE 4-5

SEATTLE, WA • JUNE 26

ROCHESTER, NY • JULY 17

EAST HAMPTON, NY • JULY 31 & AUG 2

GREAT BARRINGTON, MA • AUG 14

CHICAGO, IL • SEPT 11

SAN DIEGO, CA • SEPT 25

NEW YORK CITY • OCT 15

SACRAMENTO, CA • OCT 30

SANTA FE, NM • TBD

SAN ANTONIO, TX • NOV 13



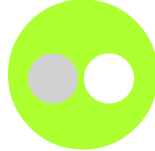



KANSAS CITY, MO • TBD

CHARLESTON, SC • TBD





# THE SOCIAL REACH OF OUR BENEFICIARIES

BENEFICIARY	CITY						
Lange Foundation	Los Angeles	13,400	4,168	1	896	3	
Downtown Dog Rescue	Los Angeles	18,025	3,223		4,172	4	
Lollypop Farm	Rochester	52,126	1,323	94	3,432	154	776
Animal Rescue Fund of the Hamptons (ARF)	East Hampton	9,910	222		738	12	
Berkshire Humane Society	Great Barrington	6,624					
PAWS Chicago	Chicago	85,205		57		515	
San Diego Humane	San Diego	81,671	8,384	115	6,288	479	416
Mayor's Alliance for NYC's Animals	NYC	60,786	9,336		1,810	1,094	306
Front Street Sacramento	Sacramento	84,845					
Animal Defense League	San Antonio	23,737	1,082		773	189	
KC Pet Project	Kansas City	74,592	3,741		13,200	182	228
Charleston Animal Society	Charleston	238,949					
	TOTAL	749,870	31,479	267	31,309	2,632	1,726





GRAND  
PRESENTING  
DIAMOND  
SPONSOR

We are proud and honored to have the nationwide support of the Petco Foundation, allowing us to bring the Festival to a dozen cities where people can come together to experience the remarkable love between dogs and their people - while supporting extraordinary animal welfare groups that bring them together.

The prestigious alliance with the Petco Foundation's philanthropic mission sets a tone for the Festival that reflects positively on all other participants.





# SPONSORSHIP OPPORTUNITIES

SAPPHIRE  
SPONSOR  
\$50,000  
(MAX 2)



- Logo Prominent on the Step & Repeat banner at Pooch Party & theater.
- Exclusive sponsorship in your category.
- Company spokesperson interviewed on Tracie's NPR radio show DOG TALK.
- Company name/logo on DFF promotional literature & PR outreach, including recognition on DFF Facebook & Twitter pages.
- Prominent featured placement on DFF website
- Product/literature or branded item(s) included in the sWag Bags.
- Full page ad in printed program.



# SPONSORSHIP OPPORTUNITIES

RUBY  
SPONSOR  
\$30,000  
(MAX 4)

- Placement of company logo on The Festival website.
- Company name/logo included in PR outreach, including recognition on The Festival Facebook & Twitter pages.
- Corporate name/logo on The Festival promotional materials.
- Product/literature featured in the doggy sWag bags.
- Company logo on screen at end of film programs.
- 1/2 page ad in Festival program.
- Interview with company representative on Tracie's NPR radio show, DOG TALK.



# SPONSORSHIP OPPORTUNITIES

EMERALD  
SPONSOR  
\$20,000  
(MAX 4)

- Placement of company logo on The Festival website.
- Company name/logo included in PR outreach, including recognition on The Festival Facebook & Twitter pages.
- Product/literature featured in the doggy sWag bags.
- Company logo on screen at end of film programs.
- 1/2 page ad in Festival program.
- Interview with company representative on Tracie's NPR radio show, DOG TALK.





# SPONSORSHIP OPPORTUNITIES

TOPAZ  
SPONSOR  
\$10,000



- Company's name/logo on The Festival promotional literature & website
- Product and/or company literature in the doggy sWag bags
- Company logo displayed on screen at end of film programs.
- Recognition on The Festival Facebook & Twitter page
- 1/4 page ad in the printed program

# SPONSORSHIP OPPORTUNITIES

PEARL  
SPONSOR  
\$5,000

- Product and/or corporate literature included in the doggy sWag bags going to influential dog lovers attending the gala Afternoon Tea Pooch Parties, including Los Angeles, East Hampton, NY, and New York City.
- Company logo on DogFilmFestival.com.
- Recognition on DFF Facebook & Twitter pages.





# 2015 SPONSORS

## PREMIER SPONSORS



Dr. Harvey's



# THE POOCH PARTY

On the afternoon before the film festival in select locations, VIP ticket holders are invited to bring their dogs to a fun Pooch Party. Photographers will cover arrivals on the Green Carpet Step & Repeat, there will be fun activities and prizes for the dogs, delectables for both the canines and their human escorts, plus everybody will go home with a deluxe sWag Bag full of desirable merchandise and materials that will introduce these passionate dog owners to your brand and product or service.





# ABOUT TRACIE HOTCHNER

## AND THE RADIO PET LADY NETWORK



The Dog Film Festival™ is the creation of “radio pet lady” - Tracie Hotchner. She is the nationally acknowledged pet wellness advocate who wrote “The Dog Bible: Everything Your Dog Wants You to Know” and created the Radio Pet Lady Network® where she produces and co-hosts 10 pet talk shows with experts and top veterinarians. Tracie continues her 9-year run as producer and host of her own weekly show on NPR, the award-winning Dog Talk® (and Kitties, Too!). She also produced and hosted her own live, call-in show, Cat Chat®, on the Martha Stewart channel of Sirius/XM for nearly 8 years.

The Dog Film Festival™ benefits from Tracie's wide relationship with America's pet-owning population. The Festival sponsors will be featured on the weekly e-newsletter that goes to 14,500 opt-in subscribers, and Tracie will promote the Festival across the network on all her radio shows, and also on the Radio Pet Lady® Network website (with monthly traffic of 110,000 unique visitors and over 150,000 yearly podcast downloads.).

# LET'S TALK!



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**www.dogfilmfestival.com**

