NEW YORK

Pet Fashion Show

Presents:

”Global Couture for Animal Rescue”

A Tribute to fashion from around the world to save our animals and honor our planet!

The largest pet fashion and animal rescue benefit in the country!

An Animal Rescue Benefit like no other!

NYPETFASHIONSHOW.COM

Thursday February 9th, 2017 6PM-11PM

“GOLD PAW” Sponsor Package

New York City some say is the Capital of the world. Whether it’s Media, Fashion, or Finance, one thing is certain, it is the Pet Capital of the world. The iconic **New York Pet Fashion Show (NYPFS)** is the largest pet fashion and animal rescue benefit in the country. Our show kicks off the ***Westminster Weekend*** *and* ***NY Fashion Week,*** *and is the* premier must see show of the year. The **NYPFS** is being held once again at the Historic **Hotel Pennsylvania, and** marks the beginning of all pet related festivities that lead up to The Westminster Kennel Club Dog Show.
The **Hotel Pennsylvania** caters to the *Westminster Kennel Club Dog Show’s* participants, attendees and media from all over the world. The Hotel will be hosting our event for the 12th consecutive year on **February 11th 2016** at the beautiful Penn Top Ballroom overlooking the city and Madison Square Garden.

The 2016 NYPFS had a media reach/impressions of over 7 Million.

The 2014, 2015, and 2016 NYPFS show has had a ***media reach*** *of over* ***17 Million!*** *They have included* ***NBC, MTV Style****,* ***CNN, CBS, Esquire, Bravo, USA Network, Wall Street Journal, USA Today, Petside, Boston.com, US News & World Report, Sports Illustrated, Russian TV, Animal Planet, Cesar's Way Magazine (TV's Dog Whisperer), NY Post, TeddyHilton.com, CNN, Virgin Media, PetMD, Animal Nation****,* ***Chinese TV, Japanese TV, New York Post, New York Times, Barons, New Yorker magazine****,* ***TimeOut****,* ***Pet Planet magazine****,* ***Hamptons Pet “The Global Luxury Pet magazine”, MSN,*** *and over* ***400 websites across the US****, many, many more! Last year’s show had over 800 attendees, 150 media, and 14 film crews in attendance.*

Use your sponsorship to market your brand, product, or services to a National & Worldwide audience, and directly to attendees. Expand your brand identity to the most affluent, passionate, dog audience & market in the country – *The Westminster Dog Show audience and the pet demographic as a whole*. Your products and brand will be seen by over **150 National & International Media outlets** covering the event, as well as by Pet Consumers and Retail Store Owners from around the country!

This proposal provides a passionate, thoughtful, and strategic portfolio of assets, and celebrates the unique relationship between people and our companion animals. We will work with you in customizing many elements of this proposal and your sponsorship.

The NY Pet Fashion Show is An Animal Rescue Benefit and a portion of the proceeds will go to benefit **The Mayor's Alliance for NYC's Animals** that is dedicated to providing a higher quality of life & Forever Homes for our companion animals. We are proud to have **Hamptons Pet** "**The Global Luxury Pet magazine"** as the official magazine sponsor of The *2015 New York Pet Fashion Show*.

Standard Admission Price = **$50.00 / $60.00 at the Door*
*Pets are Welcomed & Attend **FREE***

New York Pet Fashion Show "Gold Paw" Sponsor Package Rate: $850.00

Personal Engagement and Social Media Coverage to Include ...

- Your Company name and logo as a "GOLD PAW" Sponsor of The NY Pet Fashion Show.
- Inclusion of your Product(s) in 300 VIP Gift Bags (Valued at $300)
- 6 foot Vendor Table to sell or give away your product(s) to all attendees at the NY Pet Fashion Show. – (Valued at $750)
- (1) Product to be incorporated within one of three "Fashion Runway Shows" throughout the night. (Valued at $750)
- Acknowledgment as a "Gold Paw" Sponsor on e-mail marketing & social media materials (Facebook & Twitter) pertaining to the New York Pet Fashion Show. (Valued at $500)

Online, Direct E-Mail Marketing, and Social Media Coverage to Include ....

- Posting for Your Company on NYPFS Facebook Page for 1 year (Valued at $1,200)
- Social Media Posts- facebook & twitter $300
- Banner & YouTube Product or Service Demonstration Video Placement on NYPFS/Canine Health & Wellness Website, and Press Release & Product Postings for a duration of 1-year (Banner sizes include 300x168, 300x250, 900x100) (Valued at $1,200)
- Posting For Your Product or Service or NYPFS/Canine Health & Style Website for duration of 1-year (Valued at $1,200)
- Consumer e-blast to 20,000 pet consumers (Valued at $1,000)

TOTAL ADDED VALUE = $6,500