

# New York Pet Fashion Show

Presents:

## **"Country Couture for Animal Rescue"**

An Animal Rescue Benefit like No Other!

*Welcome the Largest Pet Fashion & Animal Rescue Benefit in the World!*

*NYPETFASHIONSHOW.COM*

**Thursday February 8<sup>th</sup>, 2018 6PM-11PM**

**"Best in Show" Sponsor Package**

***The 2017 Show broke all Media Records with a 30+ Million Media Reach!***

*Dress to Impress! 4 Amazing Runway Shows*

***1.-International Carnivale & Hat Couture, 2.-Country Western Couture,  
3.-Made In the USA, 4.-Best in Show***

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, to benefit **The Alliance for NYC's Animals**. We kick off the **Westminster Weekend and NY Fashion Week**, we are the premier must see show of the year. The NYPFS is being held 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 15<sup>th</sup> consecutive year.

*The New York Pet Fashion Show has had a **media reach/impressions** of over **50 Million!***

*They have included **NBC, MTV Style, ABC, Reuters, CNN, CBS, Esquire, Bravo, USA Network, Wall Street Journal, USA Today, Good Morning America, Getty Images, Petside, Fox News, MSN, Boston.com, US News & World Report, Sports Illustrated, Animal Planet, Agency France Presse, TeddyHilton.com, Virgin Media, PetMD, Animal Nation, New York Post, New York Times, Barons, New Yorker magazine, TimeOut, Pet Planet, Yahoo, Telemundo, Univision, NY 1, facebook, Snapchat, twitter, Pinterest, Youtube,***

***International Coverage in Paris France, Germany, Italy, UK, China, India, Brazil, Peru, Russia, Belgium, Spain, Canada, Hungary, Mexico, Latvia, Estonia, Lithuania, Australia, Romania, Japan, Philippines, Sweden, Chili, Ireland, Columbia, Greece, Netherlands, Switzerland, Luxembourg, Guatemala, and many more...***

*Over 5,000 websites across the US and the World have shared our story. Last year's show had over 700+ attendees, 100+ media, and 15 film crews in attendance.*

Use your sponsorship to market your brand, product, and services to a National & International audience, and directly to attendees. Expand your brand identity to the most affluent, passionate, pet audience in the US and around the World. Also, *The Westminster Dog Show audience and the pet demographic as a whole.*

**The NY Pet Fashion Show** is An Animal Rescue Benefit and a portion of the proceeds will go to benefit **The Alliance for NYC's Animals (150 rescue and shelter groups)**, 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 2018 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 "Best in Show" Sponsorship Package Rate: \$15,000**

### ***Personal Engagement Coverage to Include ...***

- *Your Company Logo placed on the Red Carpet Step & Repeat Banner (Valued at \$2,500)*
- *Inclusion of your Product(s), Brochures 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 \$850)*
- *Editorial Product Showcase in Hamptons Pet "The Global Luxury Pet magazine" (Valued at \$1,000) TBD on Timing*
- *Presenting Sponsor of one of the 4 runway shows (Value at \$1,000)*
- *On stage Award presenter (Valued at \$500)*
- *(1) Product to be incorporated within one of three "Fashion Runway Shows" throughout the night. (Valued at \$750)*
- *Acknowledgment as a "Best in Show" Sponsor on e-mail marketing & social media materials (Facebook & Twitter) pertaining to the New York Pet Fashion Show. (Valued at \$2,000)*
- *Inclusion in National Print Ads with logo as Best in Show Sponsor (Valued at \$750)*
- *Posting for Your Company as Best In Show sponsor on NYPFS Facebook Page for 1 year (Valued at \$1,200)*

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

- *30 Social Media Posts...facebook & twitter- valued at \$3,000*
  - *Dedicated e-blast to 20,000 pet consumers (Value at \$1,000 )*
  - *Inclusion in National Press Release sent to over 3,000 Media Outlets (Valued at \$1,000)*
  - *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) (Valued at \$2,400)*
  - *Posting For Your Product or Service or NYPFS/Canine Health & Style Website for duration of 1-year (Combined Value of \$1,200)*
- TOTAL MEDIA VALUE = \$19,000**

