

# New York Pet Fashion Show

Presents:

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

*World fashion to save our animals and honor our planet!*

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

An Animal Rescue Benefit like no other!

***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***

[NYPETFASHIONSHOW.COM](http://NYPETFASHIONSHOW.COM)

**Thursday February 8<sup>th</sup>, 2018 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 12<sup>th</sup> consecutive year on **February 11<sup>th</sup> 2016** at the beautiful Penn Top Ballroom overlooking the city and Madison Square Garden.

***The New York Pet Fashion Show has had a media reach 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, 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 the World. Also, *The Westminster Dog Show audience and the pet demographic as a whole.*

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 *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 on website for 1 year – valued \$750
- 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)
- (1) Product to be incorporated within one of three "Fashion Runway Shows" throughout the night –TBD on product (Valued at \$750)
- Social Media Posts- facebook & twitter \$300
- YouTube Video or Service Demonstration Video Placement on NYPFS/Canine Health & Wellness Website, for 1-year (Banner sizes include 300x168, 300x250) (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)

**TOTAL MEDIA VALUE = \$5,350**